SATURDAY NIGHT

JUNE 28, 1952 10 CENTS

ARE THERE CANADIANS?

by Arthur Lower

THE MOST interesting question a man can ask of himself is: "Do I really exist? What is this 'I' that stares out at me each time I look in the mirror?" It seems to me the most interesting question a people can ask of itself, too. I must admit that each time I pry into the problem, I get more kicks than ha'pence for my trouble; people ask me why I can't be constructive. "If you can't boost, don't knock." "Count your blessings," I am enjoined.

Well, I happen to believe in the virtues of self-criticism. It leads to self-knowledge. Is there any more valuable commodity? So here goes again. Are there Canadians?

More important peoples get this job of vivisection done on them by outsiders. There have been countless books written on Americans by visitors, and scores on Great Britain, and France. Canadians seldom attract this kind of attention. M. André Siegfried has given us two good examinations, and just lately we have had that scurrilous novel by the Englishwoman Margaret Bullard—"Wedlock's the Devil"—which tells us more home truths than most of us are ready to stomach. In general, however, we are passed by, so that if a job of self-examination is necessary, we have to do it ourselves.

Vincent Massey assured us in his little book that Canadians became identifiable to him in London during the war—something in their posture or their walk labelled them even at a distance. There is no more individual trait than walk or posture. But is there nothing more than physical attributes — nothing inside — identifiable in hard reality?

JEAN BAPTISTE is a hard reality. He is himself, neither French nor American, just *Canadien*. Twelve generations on this continent have made him so. He is now no more French than are French-speaking Swiss. His world is his own. His view of the outer world has been built up out of his own experiences, not out of the nostalgic attachments which tie English Canadians to it. Jean Baptiste exists.

Sam Slick's Bluenoses are real people, too. They've been there, on their right-little, tight-little peninsula for a couple of centuries now, and they are a people. Whether their ultimate descent is Highland Scottish, New England, German or Yorkshire, they are all Nova Scotians, firm in their attachment to their native province. "When the Lord made Nova Scotia," so an article in a Halifax paper ran, "he made something just a bit special."

This intense pride in their province conjoins with a tight, self-contained community, not interested in strangers. A friend of mine, one of our

CONTINUED ON PAGE 17

A. R. M. LOWER *is Professor of History at Queen's University. This is the first of three articles.*

—Nova Scotia Information Bureau

THIS NOVA SCOTIAN FISHING VILLAGE SYMBOLIZES CANADIAN COMMUNITY THAT HAS ROOTS.

Whither Social Credit in Alberta? . . . . . Basil Dean

How to Read a Woman's Mind . . . . . Cecilia Long

Canadian motorists are using B-A gasolines under all kinds of conditions, in all types of cars . . . and they're finding it pays them. It pays them in economy, in engine performance, in the power they need and want. And they found they liked the clean, modern B-A stations where highly trained attendants give them courteous and expert service.

THE BRITISH AMERICAN OIL COMPANY LIMITED

The Largest Oil Company Owned by Canadians

BA-52-23

SATURDAY NIGHT

THE CANADIAN WEEKLY
Established 1887

Vol. 67 No. 38 Whole No. 3086

CANADA

Are There Canadians? ..... A. R. M. Lower Cover
Canada's Stake in Sterling ..... Michael Barkway 2
The Science-Faith Borders ..... B. K. Sandwell 4
Whither Social Credit in Alberta? ..... Basil Dean 9
Towards the Last Spike ..... E. J. Pratt 13

INTERNATIONAL

Turkey—Nato's Farthest Corner ..... Robert Stephens 10
A New Boldness in France ..... Willson Woodside 15

EDITORIALS

Canada's Outlook on 85th Birthday; Hope and Experience; "Canadian" Year at the Ex; Conservative Socialists; Mr. Garson in Ottawa; Canadian Authors; Alternative Vote in BC; Memories of the Bull Moose.

BUSINESS

What We Can Do About Our Roads ..... Hal Tracey 14
Cattle Housing—Latest Style ..... Gordon R. Sisson 20
The Market: International Utilities Corporation ..... George Armstrong 21
Stockpile Revival ..... R. L. Hoadley 24

WOMEN

How to Read a Woman's Mind ..... Cecilia Long 31
Woman of the Week: Audrey Dickinson ..... Gilean Douglas 32
Smart Foot Work ..... Isabel Morgan 33
To Celebrate June ..... Marjorie Thompson Flint 36

ART

Birth and Growth of an Abstract ..... Paul Duval 11

FILMS

"The Sniper"; "Tomorrow Is Too Late"; "Clash by Night" ..... Mary Lowrey Ross 26

THEATRE

Now We're Writing Musical Comedies ..... Margaret Ness 12

TRAVEL

At Summertime-by-the-Sea ..... Dal Warrington 25

LIGHTER SIDE

Macawber and Mr. Kinsie ..... Mary Lowrey Ross 35

BOOK REVIEWS

"Towards the Last Spike" (E. J. Pratt) ..... B. K. Sandwell 28
"The Strange Brigade" (John Jennings) ..... Franklin Davey McDowell 28
"Journey With Strangers" (R. C. Hutchinson) ..... John L. Watson 28
"Man Into Wolf" (Robert Eisler) ..... Melwyn Breen 29
Writers and Writing 29

OTHER DEPARTMENTS

Crosswords 20
Letters 8

THE COVER

THIS SCENE of a Canadian fishing village is typical of the hundreds along the Gaspé coast, in the Maritimes, and in Newfoundland. Fishing, despite modern techniques, still remains a hard way to make a living, and it is still upon men in small boats in sometimes dangerous seas that its success as an industry depends. But it makes for a sturdy, independent people of the type Prof. A. R. M. Lower describes in the first of three articles, starting on our cover. Fishing people, no matter what district they live in, have put down strong roots, and have pride in their provinces and their communities.

EDITOR EMERITUS B. K. Sandwell
EDITOR R. A. Farquharson
MANAGING EDITOR John Yocom
ASSOCIATE EDITORS
Michael Barkway (Ottawa), Willson Woodside (Foreign).
ASSISTANT MANAGING EDITOR Herbert McManus
WOMEN'S EDITOR Bernice Coffey
ASSISTANT EDITORS
Melwyn Breen, Margaret Ness, Kenneth G. Roberts, Hal Tracey, Michael Young
CONTRIBUTING EDITORS
Peter Donovan (London), Paul Duval, Marjorie Thompson Flint, R. L. Hoadley (New York), Mary Lowrey Ross
Hazel Watson (Editorial Secretary), Marjorie Budd (Editorial Assistant)
Norman McHardy . . . Director of Advertising
Lloyd M. Hodgkinson . . . Advertising Sales Manager

SUBSCRIPTION PRICES: Canada, Great Britain and all other parts of the British Empire $4.00 one year; $6.00 two years; $8.00 three years. United States and possessions, Mexico, Central and South America, France and Spain, add $1.00 for each subscription year to Canadian price. All other countries add $2.00 for each subscription year to Canadian price. Newsstand and single issues 10c. Authorized as second class mail, Post Office Department, Ottawa.

Published and printed by
CONSOLIDATED PRESS LIMITED
Birks Building, Montreal, Canada
Editorial and Advertising Offices
73 Richmond Street W., Toronto 1, Canada

M. R. Sutton, President; George Collington, General Manager; E. R. Milling, Vice-President; D. W. Turnbull, C.A., Secretary-treasurer.
John F. Foy ..... Director of Circulation
E. M. Pritchard ..... Director of Production
VANCOUVER, 815 W. Hastings St.; NEW YORK, Room 512, 101 Park Ave.; LOS ANGELES 48, 6399 Wilshire Blvd.; LONDON, England, 16 Evelyn Mansions, Carlisle Place, S.W.1.

When you entertain...
your guests deserve the best!
Aristocrat
Rye Whisky
Distilled, matured and bottled in Bond under Canadian Government Supervision
MELCHERS DISTILLERIES, LIMITED
DISTILLERS SINCE 1898
CANADA
Anniversary
Rye Whisky
A real Rye whisky, specially selected for its exquisite flavour
MELCHERS DISTILLERIES, LIMITED
CANADA
Wherever you go across Canada, you'll find no finer tribute to good taste than these smooth old real rye whiskies by Melchers — expertly distilled from the choicest grains and aged in oak casks. You'll prove yourself a connoisseur when you serve ARISTOCRAT — full-bodied, full-flavoured and a full 8 years old — or mellow, 5-year-old ANNIVERSARY.
melchers
Real Ryes
DISTILLED TO PLEASE
Your Taste
Your Purse
Coast to Coast
A FAMOUS FAMILY
ARISTOCRAT
8 years old
ANNIVERSARY
5 years old
VISCOUNT
4 years old
OLD KEG
3 years old

Dominion and Provincial
Government Bonds
Municipal Bonds
Public Utility
and
Industrial Financing

DOMINION SECURITIES
CORPN. LIMITED
Established 1901

TORONTO MONTREAL NEW YORK LONDON, ENG. WINNIPEG CALGARY VANCOUVER VICTORIA
LONDON KITCHENER BRANTFORD HAMILTON OTTAWA QUEBEC HALIFAX SAINT JOHN
50 King Street West, Toronto, Canada

Meisterschaft
COLLEGE
"Shortest and Surest Method"
MATRICULATION
Complete matriculation in one year — No extra curricular activities — Individual instruction—Small study groups—Combined matriculation and Secretarial courses. Applicants now being considered for Fall Term.
TELEPHONE MIDWAY 2073
84 WOODLAWN AVENUE WEST TORONTO, CANADA

TRIPLE DISTILLED
CORBY'S
LONDON
DRY GIN

For a free 34-page booklet, containing recipes of the 12 most popular mixed drinks, write: P.O. Box 308, Station B, Montreal.

DISTILLED IN CANADA

OTTAWA VIEW

CANADA'S STAKE IN STERLING

by Michael Barkway

EARLY next month R. A. Butler, the British Chancellor of the Exchequer, will be issuing his quarterly statement of the sterling area's reserves. It will give the latest evidence about prospects for Commonwealth trade and convertibility, a subject on which Canadian Conservatives have recently had a lot to say. If the Government talks less about Canada's loss of sterling markets, it is not because it deplores the sterling import restrictions any less than the PC's. It is because it feels frankly helpless to do much about them.

The PC demand for another Commonwealth conference is a peg on which to hang the useful warning that Canada is very much involved in the fate of sterling. But if the Conservatives have any bright, new, constructive ideas to put before a conference, they have kept them to themselves. No sterner warning about the present situation could be given than that of Graham Towers, the Governor of the Bank of Canada. He said: "Import restrictions, for whatever reason they are imposed or retained, are contributing to a most serious weakening of the economic structure of the free world". The Government fully agrees.

Since Butler's budget in March the British have very nearly stopped the drain on sterling reserves. They have done it by drastic import restrictions in most of the sterling countries, and with the help of part of the $300 million of military aid from the United States. (Unfortunately less than half of it had been received by the middle of June.) Most of the savings achieved in the last three months must have been in imports from Europe, the result of the first cuts of last November. Paradoxically, when the British are as near the bottom of the barrel as they are now their import cuts become less discriminatory. They are having to pay their deficit with Europe 100 per cent in gold. Unfortunately this doesn't make it any easier to buy from Canada.

There has probably been some improvement in the speculative factor, too. Businessmen may have been less determined to demand payment of sterling accounts in advance. This confidence makes all the difference. For a long time the Labor Government seemed reluctant to admit that, despite all its rigid and elaborate exchange controls, the confidence of financiers and businessmen mattered. Now it's recognized in London as fully as anywhere else that the loopholes cannot all be plugged. Sterling can still be traded on "free markets" in Tangier and Egypt and even New York. The first part of Butler's job to "save sterling" is to win back some confidence in its future.

THE fierce import restrictions probably had to be the first emergency device to forestall immediate bankruptcy. But the Commonwealth Finance Ministers' meeting in January raised some hopes that it wouldn't be the last. Butler's budget in March encouraged Canadians to hope that the Conservative Government in Britain was beginning to accept economic facts instead of trying to ignore them. It made a start in the unpopular direction of making people pay for things they want. It opened a tiny chink in the elaborate machinery of controls which is insulating British people from the harsh rule of price and supply and incentive. In Australia at the same time Mr. Menzies' Government took the first steps towards checking the inflation which had nearly exhausted even the sterling reserves of Australia.

All this looked good. Finance Minister Abbott and the financial pundits were cautiously hopeful that at last sterling's weakness might be tackled at its source. These hopes are slowly waning. Butler has been forced

—Norris in Vancouver Sun

"I say—dashed silly idea of Vancouver's—a sea serpent attracting tourists..."

to whittle down a program which was never adequate, until now it seems politically impossible for him to do the things which he and all the other financial authorities know he should do. With the British parties in such close balance, no minister (certainly none serving under Churchill) seems able to stop the British people living beyond their means. And the longer it goes on, the more firmly does a fool's paradise come to be regarded as normal.

THIS leaves Canada — deeply concerned as we are with the restoration of sterling—in the painful position of sitting helplessly on the sidelines. Graham Towers, discussing these things this month, said: "I would not like to have it said of me that my capacity for taking a stern view of other peoples' duties is matched only by my ability to maintain a calm, philosophical attitude towards other peoples' troubles." Canadians are almost sure to be accused of this. But there are plenty of people in London —if not in the ranks of the politicians —who agree entirely with Towers' diagnosis of the plight of countries "whose desire outruns their ability to pay." By their constant resort to restrictions, he said, "they are attacking the symptoms rather than the cause of the trouble."

So long as this remains true, Canada cannot do much about it either by conferences or any other way. Adventitious aid by means of gifts or loans can only postpone the reckoning. Indeed it may make it more difficult for the sterling countries to face the unpleasant facts.

In the meantime, since Canada cannot "blast a way" into the sterling markets, we've got to do the best we can for ourselves by exploiting every possible alternative. This is the Government view, and the facts support it. What the Conservative campaign may do, however, is to ensure that the Government remains alert to find every possible means of encouraging London and Canberra and the rest of them down the narrow path that leads to salvation. And this must include finding all the goods we can to import from the sterling area.

LORD ALEXANDER'S role on his Ottawa visit last week couldn't have been a greater contrast to his previous status here. When he was Governor-General his abilities as a soldier-diplomat were quite unused. He didn't seek to be consulted on affairs of state, nor did he particularly study them. But this time the Canadian Government was eagerly waiting to consult him about one of its gravest policy dilemmas.

Probably no other man alive could have executed the desperately delicate mission Lord Alexander undertook in Tokyo and Korea. The new UN Supreme Commander, General Mark Clark, is not one to welcome interfering enquiries (as he might regard them), least of all from the British. But he was one of the senior American officers in the last war who found he could get on with "Alex" better than any of the others. So "Alex" probably had a better chance than any Canadian or any other Briton would have had to find out just what is going on in Korea.

It was very necessary. The regular methods of consultation between the states with troops in Korea are somewhat obscure and certainly not very effective. Restiveness about the way the truce negotiations are being conducted has been mounting to the point where, with the best will in the world, it couldn't be kept secret. On Alexander's report will probably depend to a large degree the future line of policy of Canada as well as the United Kingdom. And this is quite a change from being Governor-General.

ESCAPE

by Dorothy Dumbrille

I HATE streetcars;
the money drops into the box
like hard rain on a tin roof;
the sound of the wheels is dead;
we're all half-dead,
some seated, some hanging to straps,
minds filled with rent and housing,
food and clothing,
disease and death, love and hate.

I shoulder my way to the door,
drop to the hard cement.
I am home!

Now I am in old clothes; comfortable;
the four-dollar roast is in the oven
but I have an hour before dinner.
I have a garden.
Incense floats from white steeples of lilac;
bees sway the bells of lily-of-the-valley;
rub noses with the pansies;
the birds sing and I don't have to stand in line
for a ticket to hear them;
the honeysuckle scatters its perfume;
I can have all I want—no charge.
This is all free; free as it was yesterday,
or ten years ago, or fifty.
I lay my hand to the ground; I cooperate
and God puts into it a green shoot, bursting with life.
Here laws never change;
I receive more than I give;
there is no tax on rain, or dew;
no monopoly on sunshine;
the material in a rose leaf is velvet, as it used to be;
its color guaranteed.

God never raises His prices, nor taxes His products.
I wish people were more like God!

The Memorial University of Newfoundland

St. John's, Newfoundland

Invites applications for the following posts:

1. **A teacher in the Faculty of Education—**
   Rank: Assistant Professor or Associate Professor, depending on qualifications. Must be qualified in Methods of Primary and Elementary grades.
   Salary: Assistant-professor
   (Man) 3600-100-4000
   (Woman) 3200-100-3500
   Associate-professor
   (Man) 5000-100-5500
   (Woman) 3600-100-4000
2. **Instructor in Physical Education (Man):**
   Salary: 3600-100-4000

Application or request for further information should be addressed to—

The President,
Memorial University of Newfoundland,
St. John's, Newfoundland, Canada.

Better Investment Portfolios

No matter what your investment policy may be or what type of securities you prefer, expert advice before buying often results in a more balanced portfolio.

Similarly, the periodic review of existing portfolios by trained analysts will assist in maintaining uniform high quality in your holdings.

You are invited to consult with us at any time on all matters pertaining to the investment of funds.

Established 1905

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver Halifax
Quebec Ottawa Hamilton London, Ont. Kitchener
Regina Edmonton Calgary New Westminster
London, Eng. Victoria Chicago New York

A FEW MEMBERS OF THE STRING COURSE

BANFF SCHOOL OF FINE ARTS

ANNOUNCES

THE SECOND ANNUAL COURSE IN STRINGS

JULY 7TH TO AUG. 16

Daily from 9.30 to 12 noon except Saturday and planned to incorporate the principal aspects of playing & teaching string instruments, with many opportunities for solo performance by each student if desired.

Last year's course attracted about 18 string players from all over Canada and the string orchestra took part in many public concerts at Banff: A concert performance of Purcell's Dido and Aeneas (with Dr. Vinci's pupils), a Bach concert with Bela Borsormenyi-Nagy as concerto soloist, an outdoor performance, a special string concert, and accompanying ballet and dramatic production, etc.

In charge of the strings course for the second year will be Clayton Hare of whom the Evening Standard (London, Eng.) wrote "the flame of inspiration is constant in his playing".

Several of Mr. Hare's pupils are now successful on the London and New York Concert stage under the management of Columbia Concert Artists, Celebrity Concerts, etc.

Courses in voice, piano and choral leadership will also be given this year by the following distinguished teachers: Dr. Ernesto Vinci, voice; Bela Borsormenyi-Nagy and Glenn Nelson, piano; Richard Eaton, choral.

FOR INFORMATION OR CALENDAR, WRITE

SECRETARY, BANFF SCHOOL OF FINE ARTS

BANFF, ALBERTA **DONALD CAMERON, Director**

UNIVERSITY DECLARATION

THE SCIENCE-FAITH BORDERS

by B. K. Sandwell

MANY of the learned societies of Canada have been holding their May and June meetings at Laval University, which is this year celebrating the hundredth anniversary of the granting of its royal charter by Queen Victoria. The authorities of the university — Archbishop Roy as its Chancellor, Msgr. Vandry as its Rector, and Dean Levesque of its Social Science Faculty among others—have taken the occasion to remind the visitors, and Canadians in general, that Laval is essentially a Christian university.

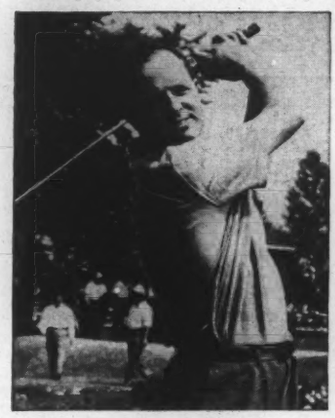
This is a declaration which probably has not been made in quite such specific terms on behalf of any non-Roman Catholic university in Canada for a good many years. When Laval was founded there were few institutions of higher learning in Canada which did not claim to be not merely Christian but concerned with advancing the cause of some special branch of Christianity. Such institutions were then mainly supported by the gifts of personal benefactors, and it was natural enough that they should concern themselves with advancing the particular religious views — then held with some tenacity — of those who gave them support. But as the state—usually a very secular state — gradually stepped more and more into the role of supporter of higher learning, the idea spread that such institutions should be entirely neutral in face of the differences between Christian theologians, and this has come to extend to the idea that they should be neutral in face of the differences between Christians and any other kind of religious belief or non-belief. And it has not stopped there; it is now widely held that not only should the institution be neutral, but its members should be equally so, and that a man who holds the Christian faith cannot really pursue scientific knowledge in the proper disinterested manner, because his faith will prevent him from approaching some of the problems of his science with an open mind.

THERE are some signs, not by any means confined to Roman Catholic institutions, that this view of the imperative neutrality of science towards all religious faith is beginning to decline, and that some reaction from it may be at hand. And a curious apprehension seems to be developing among scientists, a fear that this may mean the end of the era of free science as we have known it since, let us say, the controversy between Evolution and Special Creation in the second half of the nineteenth century. This is surely an unjustified fear. It is true that science in Russia has been compelled to conform to a dogmatism which is none the less despotic because it is based not on a concept of God but on the concept that God cannot exist, a dogmatism moreover which calls itself science and claims the right to invade every realm of scientific inquiry. But the Russian people never participated in the free play of thought which characterized Western Europe and the rest of the free world for the last two centuries, and which has accustomed us of that world to approach every problem capable of scientific solution with a mind open to accept any solution that can present itself. The Western World, save for a few aberrations like that of the Scopes case in Tennessee, is not in the least likely to set limits to scientific investigation in the name of any religion, for it has learned that the existence and nature of God are not a subject for scientific investigation, and that science can neither add to nor subtract from the content of faith.

SCIENTISTS, on the other hand, have not in recent years been too respectful of the limitations of their science. Many of them have tended to assert, or to imply, not that science *qua* science (that is, as a body of observed facts and the deductions based thereon) knows and can know nothing about God, but that it knows that God cannot exist; and the dialectical

Québec has tremendous
power potential !
Cheap, abundant hydro-electric power is one of the greatest resources of La Province de Québec. Already generating stations at over 100 sites supply farms, homes and industry, in Québec, with over 6,000,000 H.P. Industry in La Province de Québec can count on supply of never-failing power to meet all its present and future needs.
La Province de Québec
Published by Provincial Publicity Bureau

Happy Anniversary



. . . BOB GRAY

All good sportsmen will join in Labatt's salute to Scarborough's popular pro on his 22nd Anniversary as a professional golfer. When *your* turn comes to celebrate a special occasion, drink a toast in Labatt's Anniversary Ale, the ale with the *lighter, smoother* flavour! Anniversary, brewed for glad occasions, combines lightness and smoothness with Labatt's traditional body and flavour. But why wait for a special occasion? Try this golden brew next time you order. Your first taste of Labatt's *Anniversary Ale will be an occasion in itself. John Labatt Limited.

First brewed to celebrate Mr. John and Mr. Hugh Labatt's 50th Anniversary, Labatt's Anniversary Ale quickly became a popular favourite. Try it today and you'll know why!

The swing is definitely to

LABATT'S

Read What Women Are

– DOING

– SAYING

– THINKING

in SATURDAY NIGHT

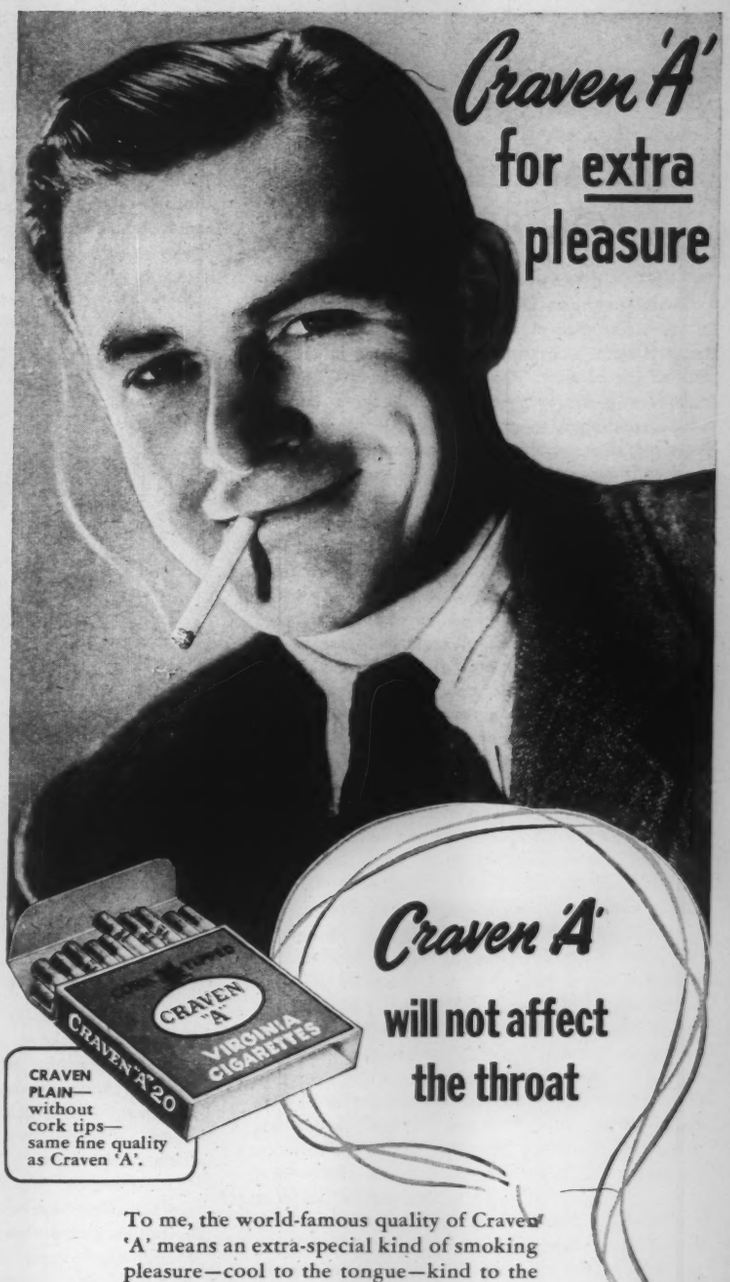
materialism of Marx has erected that into a basic principle to which all science must conform. A Christian university would certainly have the duty of reminding them that while they have the right to be non-Christians if that is their honest conviction, they have not the right to say that their science or any science makes Christianity impossible. Science may, indeed obviously does, have the right to deny assertions made by organized religious bodies about matters which are properly within the sphere of science, such as those relating to the shape of the earth, the nature of the planetary system, the size and age of the universe, the origin of species, and various others which from time to time have been imported into the realm of religion by misled religionists. But this is not a right to deny religion or any of its essentials.

Science has in recent years learned much about the nature and structure of the universe and of that little universe, the individual man; but it knows nothing of the purpose of the universe or of man, or of the values of the things which serve or disserve that purpose. It should not claim to know what that purpose is, and most certainly it should not claim to know that man and the universe have no purpose, that they are a mere fortuitous concourse of atoms, subject to no law save those of physics and chemistry. That claim, carried to its logical extreme, ends in the amoral brutality of the totalitarian state, and does so equally whether the state be Communist or Nazi.

The reassertion of religious concepts in the Western World is a natural and proper response to the challenge thrown out against them by the Marxist nations. It holds no dangers for true science which is content to abide within the borders of its own proper realm. And it may be needed to save that science from being tyrannized over by a dogmatic cult more avid of power over the lives and hearts of men than any religion has ever dared to be.

NEXT WEEK

A. R. M. LOWER of Queen's University turns his attention to the Canadian west in his search for characteristics distinctively Canadian . . . MELWYN BREEN describes the development of Dow Chemical of Canada from a co-partner in Polymer's development to its present independent and eminent position. . . ANDREW BOYLE describes the Eden Plan for what is *virtually* a Parliament of Europe . . . FRANK MORRISS of the *Winnipeg Free Press* tells how Rev. Maurice R. McLuhan boosted the church attendance of Winnipeg young people with after-church jazz concerts and speakers . . . HAL TRACEY warns of the increased dangers of burglary of houses in summer . . . MARGARET NESS airs the problems of those more than 45 years old in getting and keeping employment . . . J. K. NESBITT writes of the floral harvest in spring at Saanich, Vancouver Island.


Craven 'A'
for extra
pleasure
Craven 'A'
will not affect
the throat
CRAVEN
'A'
VIRGINIA
CIGARETTES
CRAVEN 'A' 20
CRAVEN PLAIN—
without
cork tips—
same fine quality
as Craven 'A'.
To me, the world-famous quality of Craven 'A' means an extra-special kind of smoking pleasure—cool to the tongue—kind to the throat—delightful! I choose Craven 'A' simply because they're the most thoroughly enjoyable of all cigarettes—and I've tried them all!
THE LARGEST-SELLING CORK TIPPED CIGARETTE IN THE WORLD!

WSA

WESTERN SAVINGS & LOAN ASSOCIATION

HEAD OFFICE WINNIPEG

BRANCH OFFICES

Agency Building, Edmonton, Alta. — McCallum-Hill Building, Regina, Sask.

Royal Bank Building, Brandon, Man.

EDITORIALS

Canada's Outlook On 85th Birthday

NEXT WEEK we shall celebrate what we still call Dominion Day. There has probably been no previous year in which Canadians could celebrate it with such complete confidence in the future of the country. The development of Canadian resources is carrying us all along on a current which submerges most of our earlier doubts and fears about our nationhood. The symbol of Canadian confidence in 1952 might also be the above-par dollar.

Undoubtedly material prosperity provides favorable ground for the growth of a confident Canadianism. But if Canadianism is no more than pride in material possession it is another of the "isms" we can do without. At this particular stage in our history the value of material prosperity is something like the value of a smart new hat to a woman. It may make her conceited. Or it may embolden her, by making her sure that she is looking her best, to state with conviction the things she believes. Canadians know that Canada is looking its best in the eyes of the world. If that awareness makes us purse-proud, it is evil. If it emboldens us to affirm with fresh confidence the values we cherish, then it is nothing but good.

Too often our native critics talk as though Canadian values must be judged by the sophistication of Broadway or Carnegie Hall. We venture to think not. We believe that, in any list of Canadian virtues, a higher place will go to some of the rural qualities—to kindliness and mutual help and the patient regularity of the farm's discipline. We hope we may still claim some of the pioneer virtues—a rugged adventurousness and a grumbling delight in pitting man against nature. We should be able to claim—what other people better?—something more than tolerance between peoples of different languages and races. Our heritage demands neither mere tolerance nor mere submersion of different traditions: it involves delighted enjoyment of the fellowship between two friendly traditions, with the added spice of other races thrown in. On our list of Canadian virtues we should also include, not with shame but with pride, the genius of moderating North American excitability with the Old World virtues of stability and steadiness. We are confident in Canada, not because we are richer than we used to be, nor because we are catching up with the Jones's to the south; but because Canadians are growing more aware of the values of our own traditions, and more resolute to be faithful to them.

"Canadian" Year at the Ex

THE Canadian National Exhibition seems to be determined to be anything except Canadian and national. It has again engaged as its chief grandstand performer, at a very substantial fee and a share of the gross take over $350,000, an American comedian, this time of the feminine gender. Miss Betty Hutton is a very spirited individual whose power over her audiences appears to be due mainly to great mobility of facial expression. Previous American stars in this performance have depended more on their voices, styles of utterance, and wisecracks, which can at least be amplified by means of the loudspeakers. By what means Miss Hutton's facial expressions will be amplified so that they may reach simultaneously the 24,000 persons who constitute a full grandstand audience we do not know. Possibly it is planned to equip each seat with a telescope.

It is not that we have a Canadian candidate to replace Miss Hutton in what was after all to be Canadian Year at the CNE. We do not envy Miss Hutton her job of entertaining 24,000 people at one time, and we should not envy any Canadian who tried to do the same thing. But we greatly dislike the idea of the CNE authorities that Canadians cannot be brought to their grandstand in sufficient numbers without the attraction of a name which has had a heavy build-up in the United States. We do not think Exhibition patrons go to the grandstand to see an individual performer at all; they have had plenty of experience of just how ineffective such performances are on that enormous stage. They go to see a spectacle, the kind of spectacle for which the stage was constructed, and for which it is admirably suited. That spectacle can be and should be Canadian, and Canada has an ample supply of people who could take a very effective part in designing and performing it. Miss Hutton's $50,000 would be a useful addition to the appropriation for producing that spectacle.

Same Scene – Different Viewpoints

Hope and Experience

IN THE parliamentary tussle over redistribution all the disadvantages of the present method of operation through a parliamentary Committee are vividly apparent. Whether the proposals made by the various provincial sub-committees for re-drawing constituency boundaries are fair or not, they are not universally seen to be so. From the nature of the case they cannot so appear. And this is the most serious case against the present method of operation. We fully accept that the Prime Minister is wholly sincere in his belief that an artificially contrived gerrymander would be as profitless to the party making it as it would be morally repugnant. But his sincerity does not necessarily inspire the committee members whose own seats are at stake, and even if it did it would be too much to expect opposition members to believe it.

Every time a redistribution is made these facts—which indeed are obvious enough—impress themselves on the public and even on the MP's. But with one redistribution accomplished the subject is forgotten until the next one has become urgent. It was for this reason that Mr. Stanley Knowles proposed, for the CCF group, that something should be done now to ensure that the redistribution of 1961 shall be conducted in a more proper manner. He was heavily outvoted, for reasons which may have been good. But no reasons will justify that vote unless something is done next year, or at least by the next Parliament, to save us from going through this unhappy business again in 1961. The time to change the whole procedure and establish an impartial commission is immediately after this redistribution, when the next one is far enough in the future for MP's to be able to consider the general principle rather than their individual interests.

If, as seems likely, Mr. St. Laurent is still Prime Minister at the session of 1953, this should be one of the top items on his list of legislation. It is precisely the sort of measure which ought to appeal

to his sense of statesmanship. One might claim that his whole philosophy of entrusting Canadians with the final judicial voice and with the honor of representing the Queen makes it incumbent on him to remove one of the least worthy aspects of our parliamentary operations.

Conservative Socialists

NO MATTER what their political label, governments tend to become more conservative the longer they remain in office. So in Saskatchewan it is not surprising that Canada's only CCF government should be returned to power on a platform requiring full cooperation with private enterprise to succeed in projected expansion schemes. To a great extent the Government had turned its back on its own socialism before it went to the people.

Premier T. C. Douglas went through a period of trying to implement socialism by legislation when he first took office eight years ago. Now his eyes are on the oil pools which geologists as well as all political parties believe will be discovered in Saskatchewan before there is another election.

Oil riches have been a factor in making Alberta's Social Credit one of the most conservative governments in Provincial history and it will be interesting to see what effect oil discoveries have on the political philosophy of CCF Saskatchewan. Corporations cease to be big bad wolves when the royalties they pay to provincial treasuries pay off the debt and the Douglas Government has already indicated it wants to be friends with oil companies.

Premier Douglas, a man wtih an appealing personality, has been successful in convincing Saskatchewan that the development of a great free-enterprise industry can more safely be left to a disillusioned Socialist government than turned over to the free-enterprise Liberals.

Mr. Garson in Ottawa

MR. GARSON has made himself so completely an Ottawa figure that it is hard to believe that he has been there for only three and a half years. Perhaps one reason for his swift establishment as a national character is that he has never, since coming to Ottawa, performed as a "local" Manitoba politician.

That may be one reason why we were led into doing him an injustice in a recent issue, when we suggested that he had some personal responsibility for the Dominion Government's scheme in 1945 for deporting Japanese Canadians, some of them born in this country, to Japan. Since he was a Provincial Premier at the time, that scheme may well have made less impression on his mind than if he had been at Ottawa; but we still differ from Mr. Garson in thinking that the fact that that scheme could be devised, be legally enacted, and come within an ace of being carried out is a very powerful argument for some constitutional limitation on the powers of Parliament to do whatever it likes with the citizen.

Canadian Authors

IT IS hardly surprising that there are so few full-time authors in Canada, and that those there are have to work so hard to keep their families in shoes and themselves in typewriter ribbons that they seldom get to be president of the Canadian Authors Association. The new holder of that office is Paul Kuhring, a very successful short-story and serial writer (usually under the pen-name of L. Paul), but not a full-time author, since he is now in his fortieth year of engineering work for the national government, and is assistant chief engineer of the River St. Lawrence Ship Channel, Department of Transport. He takes over from Dr. W. G. Hardy, also a very successful novelist, but by profession an educationist at the University of Alberta. Dr. Hardy's two years in office have coincided with a remarkable increase in the vitality and activity of the Association, which has been largely due to his energy and his fund of ideas—assets whose usefulness he had already demonstrated, curiously enough, in the rather unrelated field of the International Ice Hockey Association.

One of the Authors' most valuable activities is the Governor General's Awards, to which are now added the Leacock Medal for Humor, the UBC Award for popular Canadian biography, and the

—Famous Studio, Montreal

PAUL KUHRING

President's Medals of the University of Western Ontario for literary work in shorter sizes. The most important of all these is undoubtedly the award for fiction, which we are delighted to see going this year to Morley Callaghan, an author for whom his fellow-citizens have hitherto shown somewhat less regard than we think he is entitled to. Miss Josephine Phelan, with her painstakingly researched and sensitively told account of D'Arcy McGee, has the distinction of winning twice—the Governor General's Award for creative non-fiction and the UBC medal for popular biography.

Alternative Voting

IF it is a prime requirement for an acceptable voting system that it shall give a definite and final result of an election within 24 hours of the voting, obviously the alternative voting system employed for the first time in BC in the recent elections will not do. The fact that for a couple of weeks nobody was able to tell who was going to govern the Province seems to have caused general surprise and indignation, though why it should have caused surprise we do not know, and the indignation could more properly have been expressed when it was adopted.

With its delay, this voting system, or something like it, seems to us a better method of dealing with the situation of the three- or four-candidate election than the merging or coalition of parties, which has been the method adopted in that Province during the last few years. The only objection to the three-candidate situation is that it may—and often does—result in sending to the elected body a candidate who is acceptable to 40 per cent of the electors but violently unacceptable to the other 60 per cent. Under the single-vote system, if the 60 per cent continue to run two candidates, they may easily divide their votes so that neither of them gets as much as 40 per cent and the third candidate is then elected. Under the alternative vote system, the candidate receiving the smallest number of first-choices is thrown out and his vote turned over to the candidates for whom his supporters put in a second-choice vote. If none or practically none of them put in a second choice for the man with 40 per cent, one or the other of the two candidates who had 60 per cent between them will wind up with over 50 per cent and will be declared elected.

The system is obviously bad for what may be called "peculiar" parties, but it can reasonably be asked why any electoral system should be good for them. The only way in which they can win is by a minority vote, with the majority vote divided between two candidates who are less violently opposed to one another than either of them is to the "peculiar" candidate. To the "peculiar" parties themselves this does not seem like an objection, but that is because they do not really care whether the electorate wants them or not; all they care about is to win and so put their peculiar ideas into operation. To those who desire that the elected body should approximately represent the real feelings of the electorate, the alternative-vote system is much more reasonable.

Memories of the "Bull Moose"

THE INCREASINGLY BITTER partisanship shown by the followers of Taft and Eisenhower has raised the question of whether the two factions will be able to pull together after the convention, to win the election. The parallel with the Republican split of 1912 is growing rather ominous. On that occasion Senator Taft's father, President William Howard Taft, held the lead in delegates going into the convention. He, too, had sewed up Southern Republican delegations in corrupt fashion. He, too, insisted on naming one of his partisans, Elihu Root, as the keynote speaker, a role traditionally held by a neutral figure; as his son has named General MacArthur.

When the convention met—in Chicago, where it also meets this year—the Taft forces arbitrarily seated their contested delegations from the South, and railroaded through President Taft's nomination for a second term. Up to that point, it is said, the Teddy Roosevelt group had no thought of bolting the party. Now, in their bitterness, they did so. They returned to Chicago a few weeks later for a new convention and launched the Progressive Party. Their candidate, a popular idol leading the liberal wing of his wing, decisively defeated President Taft, who won only 8 electoral votes to Roosevelt's 88 in what history has called the "Bull Moose" campaign. But the Democratic nominee, Woodrow Wilson, handily defeated the split Republicans and won 435 electoral votes on a minority of the popular vote.

There has been no open talk yet of a bolt by the Eisenhower forces, and it seems unlikely that the experience of 1912 will be repeated, with Democratic victory a foregone conclusion. The partisanship has nevertheless become so extreme that it looks as though a good many Eisenhower followers would stay home in November rather than vote for a candidate who had "stolen" the nomination from their man; while on the other side the slogan has been raised "Better to lose with Taft than win with Ike."

No wonder the Democrats are smiling again, and even if Eisenhower is nominated as we still expect, the race looks much closer than it once did.

LETTERS TO THE EDITOR

Appointing Judges

I HAVE READ with interest and some approval your comment on the movement which apparently J. A. Clark, QC, head of the Canadian Bar Association, is trying to get going concerning judicial appointments. He wants politics barred completely and the lawyers consulted before any Judges are made. I am told that all the daily newspapers and publications such as yours were given advance copies of Mr. Clark's article in the *Bar Review* with the implication that a favorable comment would be welcome. There appears to be considerable of it and that is quite all right with me.

However, just a moment, please. A few questions I think might reasonably be asked. Since when is it a disgrace to be a Member of Parliament as a purely incidental qualification for appointments to the Bench? Since when has Mr. Clark assumed such a benevolent role? When he was a Member of Parliament, did not his utterances and his reputation stamp him as a very rigid and uncompromising partisan? If he has become changed, it must have been recent.

Anyway, why should the Bar Association dictate judicial appointments? Are they not a series of closed corporations, "Balkanized" as it were in each province?

When John Diefenbaker, MP, of the Saskatchewan Bar wanted to defend — as he did successfully — a young railway worker in British Columbia, did he not have to whack up $1,500 to be admitted to the Bar of that Province? If a member of the Quebec Bar wants to be admitted to the Ontario Bar, does he not have to put up $1,500 and, vice versa, if an Ontario man wants to be admitted to Quebec? In the latter case, he must wait five years.

How different that seems from among the doctors. Any graduate medical student who passes "Dominion Council" can practice in any province in Canada. In comparison, the different Provincial Bars appear to be so many "closed shops". Why consult them? Who would suggest, that, if political influences would not prevail among them, some other influences, social, professional or personal very well might.

Let us be fair and admit, that while reform may be desirable, more progress in the direction of non-partisan appointments has been made during Mr. St. Laurent's régime than that of all the other governments put together. Let us cite as evidence the appointment of Mr. Justice Locke and Mr. Justice Cartwright; of Chief Justice Williams of Manitoba, of Associate Chief Justice Tyndale and Mr. Justice Challies of Quebec. They were all well known Conservatives.

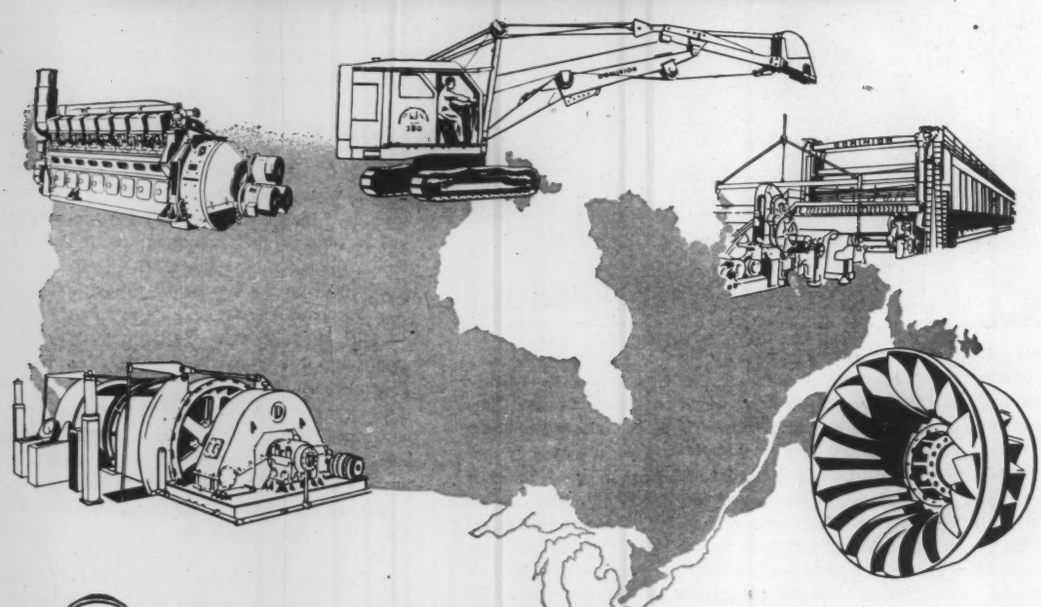
Who will say that in recent recruiting for the Bench of Ontario of youngish men, politics cut a figure? Several of them went from the Justice Department, which is as non-political as any department can be.

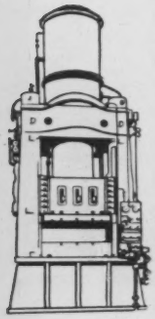
I suggest that it is desirable to have regard to the facts above stated before we get carried too far away by Mr. Clark's perhaps well-intentioned crusade. Let us have regard also to the unusual degree to which the present Prime Minister has departed from political considerations in judicial appointments.

Ottawa, Ont. H. E. MAXWELL

From Engineering Design to Installed Unit...

DOMINION BUILDS THE MACHINES FOR A GREATER CANADA





In the power, mining, pulp and paper, and general manufacturing industries of Canada, the records of service of Dominion Machines bear witness to their unequalled quality, workmanship and performance.

YOU CAN DEPEND ON DOMINION

For detailed information on Dominion Engineering's complete facilities for the production of all types of industrial equipment, write to P.O. Box 220, Montreal, and ask for General Bulletin DE.

DOMINION ENGINEERING COMPANY LIMITED

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

Mistakes when counting money
Are easily incurred,
Coin wrappers are the thing you need
With tubular preferred.
"TUBULAR" COIN WRAPPERS are time-and-trouble saving. Economical units designed to solve your wrapping problems.
NATIONAL PAPER GOODS
LIMITED
HAMILTON · ONTARIO
Halifax · Montreal · Toronto · Winnipeg · Vancouver

WHITHER SOCIAL CREDIT IN ALBERTA?

How the party has abandoned its original platform, except for lip-service, and worked with business men for the continued prosperity of the province.

by Basil Dean
Associate Editor, The Calgary Herald

THE PEOPLE of Alberta will shortly go the polls and re-elect the Social Credit party for another five years. The outcome of the fourth Provincial election to be held since the late William Aberhart stormed depression-ridden Alberta in 1935 is as certain, say, as Harry Truman's defeat was before election day in 1948. Most people, including the three opposition parties engaged in the present election campaign, will be more surprised if Social Credit does not gain a handsome majority than Colonel Robert McCormick was when he discovered that the *Chicago Tribune* banner headline announcing Dewey's victory four years ago was something less than the whole truth.

The party, which first Aberhart and then Premier Ernest C. Manning has led and dominated in the westernmost of the prairie provinces for the past 17 years, could conceivably be defeated by one of the following contingencies:

1. A major political scandal, though there's none brewing at the moment.

2. The sudden disappearance, before the election, of Alberta's billion-odd-barrel proven oil reserves and eight trillion cubic feet or so of natural gas.

3. An announcement by the Federal Government that it would not interfere, and would raise no constitutional issues, if Alberta decided to put Social Credit into practice or decided to print Provincial Treasury scrip and pay the long-promised (and long-forgotten) monthly "dividend".

Social Credit was first elected in Alberta by promising to carry out a Social Credit program. It has survived, in a state of remarkably good health, principally by abandoning its original platform (except for occasional lip-service at special times like the annual party conventions). It has behaved instead with rigorous and usually highly judicious orthodoxy. For a party which once spent most of its time denouncing International Finance in singularly personal terms, it has been acting in recent years uncommonly like a government made up entirely of bank managers.

WHEN MR. MANNING, in his capacity as Provincial Treasurer, presented his budget for 1952 a few weeks ago, he pointed out with justifiable pride that the first budget introduced by a Social Credit administration envisaged gross revenues of $22 million and had to service a funded debt of $168 million—nearly eight times the government's annual income. The 1952 budget, on the other hand, envisaged revenues of $110 million and the funded debt was down to $98 million, or approximately ten months' income. The loftiest of High Tories, the most stiff-necked Republican, could scarcely have asked more.

This metamorphosis began taking shape after Social Credit had survived its first term, and Alberta had survived the drought years and the depression. It was, however, considerably accelerated by the discovery of oil at Leduc in 1947. By this time, evidently, the party's leaders had discovered that not all prominent business and financial men in eastern Canada and the United States were equipped with horns and tails. And in any event, if international finance (or that part of it which held the purse-strings of the oil industry) was to be attracted to Alberta so that the Provincial Government could collect its 12½ per cent royalty on sufficient quantities of oil, an accommodation had to be made. The resulting oil-lease policy which has governed exploration in Alberta is widely regarded in the oil industry as enlightened, although it compels the industry to contribute roughly a third of the province's annual budget.

Social Credit has, in fact, become a doughty champion of free enterprise in every form, with the possible exception of the retail distribution of alcoholic beverages. It refuses, for example, to impose any form of control (except measures to ensure safety and protect the highways) on the trucking industry, holding that unrestricted competition is healthy not only for the truckers but for the railways and the public as well.

When Ottawa handed rent controls back to the provinces last year, Alberta immediately removed the arbitrary ceilings entirely and set up tribunals which were instructed to intervene only when landlord and tenant could not agree on what would be a reasonable increase in the rent. The tribunals have worked quietly and well, and the transition from ceilings to almost-free market was made with scarcely a ripple, much less the widespread dislocation which decontrol had been expected to bring. In the last resort, said the Government, only the operation of a free market could determine what was a proper rent.

THE MANNING administration is, and generally behaves like, a government elected principally by the rural vote. By and large, it does not concern itself with its standing in the Province's two principal cities, Edmonton and Calgary. Municipal grants are frequently weighted in such a way that country areas get proportionately a far bigger bite than the two cities which together provide probably half the government's revenues. Calgary, for example, will get only $700,000 in Provincial grants this year towards a total city budget of around $8 million, and Provincial money meets less than 20 per cent of its school costs. The cries of "niggardliness", with which Calgarians express their anguish at a situation which sees their municipal indebtedness climbing near the statutory limit while the Provincial Government is up to its ears in money, may make the citizens feel better. But they are scarcely likely to affect the Government's reputation among its solid rural supporters, few of whom can see any good reason why tax-money should be poured into the foothills equivalent of Babylon.

Nevertheless, the Government does occasionally find itself on the horns of a dilemma. The three-year-old gas-export controversy, for example, has been resolved for the time being by a cautious decision to permit the export of some gas to British Columbia from undeveloped fields in the Peace River region. Only those smaller towns lying on existing pipeline routes into Edmonton and Calgary are at present supplied with gas, and the rest hold strongly to the belief that no gas should leave the Province until they are so supplied. On the other hand, areas lying near proven gas reserves are anxious to see them developed, while some members of the Government, it is believed, would like large-scale export as a source of more easy revenue in the form of royalties.

Thus, while Manning and other ministers have emphasized, in the Legislature, their determination to see Alberta served first, Hon. N. E. Tanner, the mines and resources minister, whose constituency lies close to one of the biggest untapped reserves in the Province, has felt it necessary to explain that export will be permitted on a big scale at the earliest practical moment.

SIMILARLY, the government felt it expedient a couple of years back to legalize the sale of liquor by the glass in a handful of well established clubs. This was generally regarded as the thin end of the wedge, of which the thick end would be cocktail bars in the bigger hotels like Calgary's Palliser, Edmonton's Macdonald and the Banff Springs. But in order to persuade the faithful farm vote (much of which listens regularly to Mr. Manning's weekly "Back to the Bible Hour" service which is broadcast from Calgary's Prophetic Bible Institute) that the Government was not precipitately transferring its allegiance to Mammon, a number of restrictions were written into the new legislation.

Club members could not take the same guest to their club more than 14 times a year; every time they *did* take a guest, they must enter his name, full street address and occupation in the register; and no club could get a licence unless it had been open continuously, and serving regular meals to its members, for at least three years. Thus was Mammon put in his place.

In the campaign now warming up, Social Credit is opposed by three groups plus a few maverick independents. The Opposition in recent years in the Legislature has consisted of two CCFers and two (in recent months three, following a by-election upset) Liberals. The Progressive Conservatives, who have been out of Provincial politics for some years and who have never held office in Alberta, have decided to run a small number of candidates.

The three groups will oppose the Government on widely differing grounds. The CCF will demand, principally, that oil be developed "for the benefit of the people" and not, as they allege it is being developed at present, for the benefit of the industry. The Liberals seem disposed to make a big thing out of the decision to export any gas at all, in the belief that this criticism will win them rural votes. The Progressive Conservatives hope to capitalize on Calgary's strong PC tradition (both its Federal Members are PC's) and, in general, will argue that Social Credit has not governed Alberta well. One of its candidates has already launched a strong and bitter attack on Premier Manning's religious activities, which he claimed were being improperly used for political ends.

The most, probably, that any of the opposition groups can hope for is a reduced Government majority. Meanwhile the Government, as befits an administration facing an organized opposition in the outgoing Legislature of only five members out of a total of 57, behaves with unruffled calm.

—Miller

ON GUARD, in a region which Soviets told Hitler was regarded as the "centre of their aspirations."

—Miller

SYMBOL of Turkey's revolution is the tractor.

STREET SCENE: It could be Duesseldorf or Rotterdam, but actually this picture was taken in Ankara.

—Guillemette

NATO'S FARTHEST CORNER

A NEW REVOLUTION IN TURKEY

by Robert Stephens

Middle East Correspondent of London *Observer*

Ankara.

FROM ALEPPO, which rivals its sister city of Damascus for the title of the oldest city in the world, the road goes northeast across sweeping plains of red earth and tawny wheatfields fringed with distant pale mauve mountains. The land is starred with wild flowers—scarlet poppies, blue borrage, yellow mustard seed and occasionally a cluster of splendid purple iris. Peasant men and women in costumes as glowing as the flowers come and go between villages of brown mud huts shaped like beehives that look as if they have grown naturally out of the earth.

The road winds through low hills of grey rock, crosses the remains of the paved Roman road which led to nearby Antioch, once the greatest of all Near Eastern Roman cities and now a small Turkish provincial town. Away on the dazzling eastern skyline stand the ruins of a magnificent Byzantine abbey built round the pillar on which Saint Simeon the Stylite is said to have sat for forty years.

The Syrian frontier post is called Bab el Hawa—Gate of the Winds. The gate is there—an imposing Graeco-Roman stone arch spanning the roadway.

Once across the frontier the harmony of people, buildings and landscape is quickly marred by the appearance of the West's ugliest gift to the East, the hideous cloth caps which have become the almost universal headgear of peasants in Turkey since Ataturk abolished the fez. Yet even the choice of the cap in preference to any other form of western hat marks the astuteness and tenacity of the peasant.

In the brimless fez the forehead could be touched to the ground in prayer in the manner required by Islam. That was one reason why Ataturk abolished it. But when the Turkish peasant prays, as many still do regularly, he turns the peak of his cap to the back and thus still has no brim between his forehead and the ground. In this frontier area, which was part of Syria until the cession to Turkey of the Sanjak of Alexandretta in 1938 and half of whose population is Arab, there are some odd military compromises with caps worn on top of the old Arab keffieh.

AS ONE DRIVES ON, one sees in increasing numbers symbols of the new revolution which is now taking place in Turkey with the stimulation of American aid—bright red tractors and combine harvesters trundling along the roads or at work in the fields, and the orange-painted trucks, scrapers and graders of the road building and maintenance units. These have now become a familiar part of the landscape all over Turkey.

Now buses and trucks roar along the roads. Most of them have written on their radiators or their sides "Masallah" ("May God Preserve Us") or "Allah Eminet" ("Put your Trust in God"). These pious invocations are prudent, for, although they are learning, the Turks have not yet quite got the measure of machines. Nor does Allah always seem disposed to make up for defects in maintenance. Broken-down vehicles with bewildered drivers scratching their heads are a common sight on the Turkish roads. "God helps those who help themselves" is the slogan that American technicians here try patiently to teach their Turkish pupils.

At Alexandretta, set in a broad, mountain-ringed blue bay as beautiful as the Bay of Naples, the Americans are preparing a big new naval base. On the long jetty built by the British during the war at a cost of two million pounds, ships are loading part of Turkey's bumper wheat crop and unloading more of the farm machinery which has helped to make the crop possible. Of the twenty-six thousand new tractors which have poured into Turkey during the past three years, six thousand were supplied by American aid, but the Turks, once they had got the idea, bought the rest themselves. Britain sold over $10,000,000 worth of tractors here last year.

A hundred miles further north across the bay is the Adana plain, one of Turkey's richest farming areas, and also the site of an enormous new air base, now building. The Adana farmers, mostly substantial land-owners in contrast with the majority of Turkey's small peasant farmers, have been making fortunes out of cotton. With mechanization and other improvements in which the Americans have helped, the Turks have put 2,000,000 additional acres under the plow and pushed their cotton output up by 170 per cent in two years.

IN THE SHABBY little town of Adana there is new building and bustle and money flowing. A new cavernous hotel and casino, shop windows with refrigerators, washing machines, radios and nylons, new American luxury limousines, those ominous harbingers of social disparities in the Middle East, hoot imperiously on the heels of the horse-carriages glittering with polished glass which trot through the narrow streets at the leisurely pace of a passing age.

A large part of the profitable modernization of Turkish agriculture has been carried out by big farmers like the Adana cotton growers or on big Government-owned estates such as the million-acre State wheat farm in the Orfa district. But it has also affected the small farmers who form the bulk of the Turkish peasantry. The average Turkish peasant has a holding of thirty to thirty-five acres, which is usually too small to make individual ownership of machinery worthwhile even on the comparatively easy credit terms for buying machines through the State agricultural bank. But he can in some areas hire machinery for part of his work and is benefiting from other improved technical methods.

Attempts to encourage these small farmers to form cooperatives have not so far been very successful. But even in the harsher landscape of the less fertile uplands of Anatolia, the stronghold of the small peasants, the new red machines are at work, often forming a strange contrast with the still primitive mud and rubble villages and the bright traditional costumes which the peasant women have retained despite the enforced drabness of their men.

CONTINUED ON PAGE 30

—All reproductions Toronto Art Gallery

"YOUNG GIRL IN RED" is one of Pellan's more representational portraits.

EVOLUTION OF AN ARTIST

PORTRAITS A LA PELLAN

by Paul Duval

"YOUNG GIRL in Brown", study in pattern.

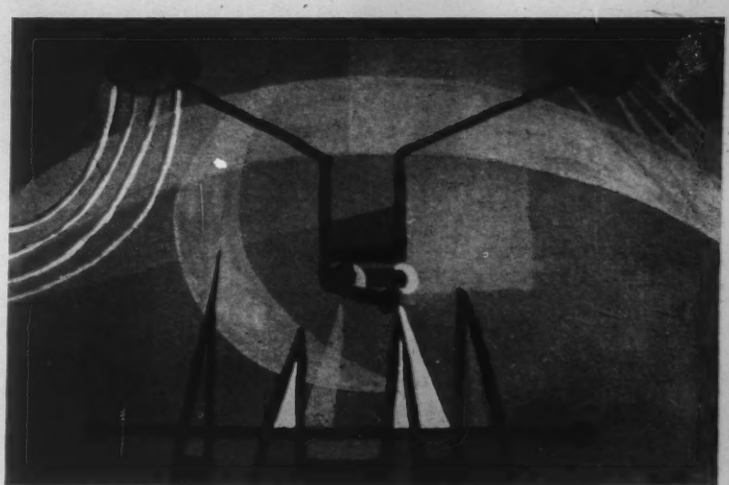
"YOUNG GIRL AND LAMP", a water-color abstract portrait.

"ABSTRACT HEAD": light, shade simplified.

FOR the past decade, forty-six year old Alfred Pellan has been Montreal's most celebrated *enfant terrible* of art. After first studying in his native province, Pellan later graduated to Paris academies, under the aegis of Quebec provincial scholarships. After winning a number of important painting awards abroad, the Montreal artist returned home in 1940. His return was the signal for an unprecedented upheaval in the local art world. Pellan's espousal of new ideas on art and teaching provoked a split in the student body and staff of Montreal's *Ecole des Beaux Art* that eventually ended in the resignation of its director and a drastic reform of its methods of instruction.

When exhibited at Montreal's Art Museum, Alfred Pellan's paintings proved as provoking to gallery-goers as his ideas and personality had to conservative art educators. The juxtaposition of his fluent and realistic academic drawings alongside freely-abstracted forms confused laymen unfamiliar with the wide range of pictorial expression available to contemporary painters.

Recently, non-Montrealers in Canada had their first opportunity to study a major collection of Pellan's paintings. Sponsored by the Art Gallery of Toronto, the exhibition ranged from realistic portraiture to the most extreme distortion. The five paintings illustrated on this page convey some notion of the variety of Pellan's pictorial approach to a given theme. Pellan, like most painters, has found that gallery-goers object less to distortions of landscape or still-life than to abstractions from the human face.



"RECTANGULAR HEAD": complete distortion of facial form for design purposes.

NOW WE'RE WRITING MUSICAL COMEDIES

by Margaret Ness

BOOK for "Bonanza" is by James Richardson.

—Wetmore

IN "BONANZA": (l to r) Brian Jolemore, Bernard Creighton, Jonna Miller, Robt. Alban, Len Chapple.

—Artray

RESPONSIBLE for "Timber!!": co-author Doug Nixon, composer Dolores Claman, co-author Dave Savage.

—Wetmore

MUSIC for "Bonanza" is by Chet Lambertson.

THIS WEEK Vancouver is echoing to "Timber!!" and Halifax is discovering oil . . . in two full-fledged Canadian musical comedies . . . Canadian-written and Canadian-composed, as well as Canadian in theme.

"Timber!!" (the writers insist on double exclamations) opens the 13th season of Theatre Under the Stars. Book and lyrics are by CBC program director Doug Nixon and free-lancer Dave Savage; music by Dolores Claman commuting from N.Y.

Surprised a Canadian professional company would do a Canadian musical? Especially when the rest of this season's fare includes such established successes as "The Red Mill", "Wizard of Oz" and "Finian's Rainbow". Well, last December the collaborators arranged a TUTS audition, with local artists Betty Phillips, baritone Don Garrard and radio's "Leicester Square" quartet providing the run-through. And TUTS was sold.

The Halifax musical had a harder time. In the first place, its collaborators were the continent apart and never did get face to face. James Richardson (the book) works for a steamship company in Vancouver and composer Chet Lambertson is a Professor of English at King's College, Dalhousie University, Halifax. They had been in amateur productions together in hometown Edmonton. It provided a locale they both knew and so the oil boom gushed into "Bonanza".

The musical ready, they had to find a backer. Halifax didn't have a TUTS but Len Chapple (once of New Westminster, BC, and now a CBC announcer in Halifax) heard the music and read the book. He sparked the enthusiasm that brought all the arts groups into line—NS Opera Association, NS Ballet, Robert Alban Players, Halifax Symphonettes, Theatre Arts Guild, and Halifax Conservatory of Music. Some 60 people rehearsed on their own time and for months on end. Auditions were given to organizations, service clubs, private individuals. But where, oh where was the angel with the money necessary to produce the show? He finally materialized in radio CJCH's manager, E. Finlay MacDonald. He sat in on an audition; liked what he saw to the tune of $10,000 with no strings attached.

"Timber!!" is about BC loggers on a spree in Vancouver and features such topical songs as "Stanley Park"—where the musical is playing in the famous outdoor Malkin Bowl—"Highrigger's Song" and "Never Rains Round Here" (local joke that should get a big laugh). If it checks up last year's high attendance, some 5,000 should see it nightly this week.

"Bonanza" tells about a poor Alberta family who strike oil on their property and go "Society". While songs aren't as topical, there's the prairies "Time to Board the Buckboard". And all the lead songs from both shows have been published by BMI Canada, just to completely round out the Canada backing. "Bonanza" played to big crowds in the 2,000-seat Capitol Theatre.

Last month two other Canadian musicals were premièred. London hobnobbed with a witch from Hell and Toronto went rural with a satire on "rube" shows. London Little Theatre produced "Up She Goes" by London's own Will Digby.

The Toronto musical was a family affair. Called "So Long Silas", script was by Louise Stone and her son Arthur; music by her other son, Court.

TOWARDS THE LAST SPIKE

by E. J. Pratt

Here are three extracts from E. J. Pratt's new book-length poem, "The Last Spike" (Macmillan, $2.00), in which the author of "The Titanic" and "Brébeuf and His Brethren" turns his vivid pen to the subject of the effort and struggle by which the Canadian Pacific Railway was carried across the plains and the mountains of Western Canada to the Pacific Ocean. The extracts are regional, and they are given here in the order as they occur in the poem, and as they occurred in history—first the prairie section (the easiest in terms of physical obstacles), then the north shore of the Great Lakes, then the bastion of the Rockies. It is an epic subject, treated by an epic artist.

Number One

OAK LAKE to Calgary. Van Horne took off
His coat. The North must wait, for that would mean
His shirt as well. First and immediate
This prairie pledge—five hundred miles, and it
Was winter. Failure of this trial promise
Would mean—no, it must not be there for meaning.
An order from him carried no repeal:
It was as final as an execution.
A cable started rolling mills in Europe:
A tap of Morse sent hundreds to the bush,
Where axes swung on spruce and the saws sang,
Changing the timber into pyramids
Of poles and sleepers. Clicks, despatches, words,
Like lanterns in a night conductor's hands,
Signalled the wheels: a nod put Shaughnessy
In Montreal: supplies moved on the minute.
Thousands of men and mules and horses slipped
Into their togs and harness night and day.
The grass that fed the buffalo was turned over,
The black alluvial mould laid bare, the bed
Levelled and scraped. As individuals
The men lost their identity; as groups,
As gangs, they massed, divided, subdivided,
Like numerals only—sub-contractors, gangs
Of engineers, and shovel gangs for bridges,
Culverts, gangs of mechanics stringing wires,
Loading, unloading and reloading gangs,
Gangs for the fish-plates and the spiking gangs,
Putting a silver polish on the nails.
But neither men or horses ganged like mules:
Wiser than both they learned to unionize.
Some instinct in their racial nether regions
Had taught them how to sniff the five-hour stretch
Down to the fine arithmetic of seconds.
They tired out their rivals and they knew it.
They'd stand for overwork, not overtime.
Faster than workmen could fling down their shovels,
They could unhinge their joints, unhitch their tendons;
Jumping the foreman's call, they brayed "Unhook"
With a defiant, corporate instancy.

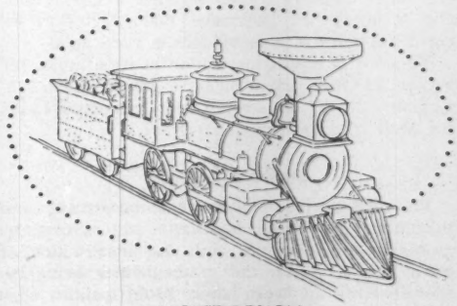
The promise which looked first without redemption
Was being redeemed. From three to seven miles
A day the parallels were being laid,
Though Eastern throats were hoarse with the old question—
Where are the settlements? And whence the gift
Of tongues which could pronounce place-names that purred
Like cats in relaxation after kittens?
Was it a part of the same pledge to turn
A shack into a bank for notes renewed;
To call a site a city when men saw
Only a water-tank? This was an act
Of faith indeed—substance of things unseen—
Which would convert preachers to miracles,
Lure teachers into lean-to's for their classes.
And yet it happened that while labourers
Were swearing at their blisters in the evening
And straightening out their spinal kinks at dawn,
The tracks joined up Oak Lake to Calgary.

Number Two

ON THE North Shore a reptile lay asleep—
A hybrid that the myths might have conceived,
But not delivered, as progenitor
Of crawling, gliding things upon the earth.
She lay snug in the folds of a huge boa
Whose tail had covered Labrador and swished
Atlantic tides, whose body coiled itself
Around the Hudson Bay, then curled up north
Through Manitoba and Saskatchewan
To Great Slave Lake. In continental reach
The neck went past the Great Bear Lake until
Its head was hidden in the Arctic Seas.

This folded reptile was asleep or dead:
So motionless, she seemed stone dead—just seemed:
She was too old for death, too old for life,
For as if jealous of all living forms
She had lain there before bivalves began
To catacomb their shells on western mountains.
Somewhere within this life-death zone she sprawled,
Torpid upon a rock-and-mineral mattress.
Ice-ages had passed by and over her,
But these, for all their motion, had but sheared
Her spotty carboniferous hair or made
Her ridges stand out like the spikes of molochs.
Her back grown stronger every million years,
She had shed water by the longer rivers
To Hudson Bay and by the shorter streams
To the great basins to the south, had filled
Them up, would keep them filled until the end
Of Time.

Was this the thing Van Horne set out
To conquer? When Superior lay there
With its inviting levels? Blake, Mackenzie,
Offered this water like a postulate.
"Why those twelve thousand men sent to the North?
Nonsense and waste with utter bankruptcy."
And the Laurentian monster at the first
Was undisturbed, presenting but her bulk
To the invasion. All she had to do
Was lie there neither yielding nor resisting.
Top-heavy with accumulated power
And overgrown survival without function,
She changed her spots as though brute rudiments
Of feeling foreign to her native hour
Surprised her with a sense of violation
From an existence other than her own—
Or why take notice of this unknown breed,
This horde of bipeds that could toil like ants,
Could wake her up and keep her irritated?



JACKET DESIGN

They tickled her with shovels, dug pickaxes
Into her scales and got under her skin,
And potted holes in her with drills and filled
Them up with what looked like fine grains of sand,
Black sand. It wasn't noise that bothered her,
For thunder she was used to from her cradle—
The head-push and nose-blowing of the ice,
The height and pressure of its body: these
Like winds native to clime and habitat
Had served only to lull her drowsing coils.
It was not size or numbers that concerned her.
It was their foreign build, their gait of movement.
They did not crawl—nor were they born with wings.
They stood upright and walked, shouted and sang;
They needed air—that much was true—their mouths
Were open but the tongue was alien.
The sounds were not the voice of winds and waters,
Nor that of any beasts upon the earth.
She took them first with lethargy, suffered
The rubbing of her back—those little jabs
Of steel were like the burrowing of ticks
In an elk's hide needing an antler point,
Or else left in a numb monotony.
These she could stand but when the breed
Advanced west on her higher vertebrae,
Kicking most insolently at her ribs,
Pouring black powder in her cavities,
And making not the clouds but her insides
The home of fire and thunder, then she gave
Them trial of her strength: the trestles tottered;
Abutments, bridges broke; her rivers flooded:
She summoned snow and ice, and then fell back
On the last weapon in her armoury—
The first and last—her passive corporal bulk,
To stay or wreck the schedule of Van Horne.

Number Three

THE BIG one was the mountains—seas indeed!
With crests whiter than foam: they poured like seas,
Fluting the green banks of the pines and spruces.
An eagle-flight above they hid themselves
In clouds. They carried space upon their ledges.
Could these be overridden frontally,
Or like typhoons outsmarted on the flanks?
And what were on the flanks? The troughs and canyons,
Passes more dangerous to the navigator
Than to Magellan when he tried to read
The barbarous language of his Strait by calling
For echoes from the rocky hieroglyphs
Playing their pranks of hide-and-seek in fog:
As stubborn too as the old North-West Passage,
More difficult, for ice-packs could break up;
And as for bergs, what polar architect
Could stretch his compass points to draught such peaks
As kept on rising there beyond the foothills?
And should the bastions of the Rockies yield
To this new human and unnatural foe,
Would not the Selkirks stand? This was a range
That looked like some strange dread outside a door
Which gave its name but would not show its features,
Leaving them to the mind to guess at. This
Meant tunnels—would there be no end to boring?
There must be some day. Fleming and his men
Had nosed their paths like hounds; but paths and trails,
Measured in every inch by chain and transit,
Looked easy and seductive on a chart.
The rivers out there did not flow: they tumbled.
The cataracts were fed by glaciers;
Eddies were thought as whirlpools in the Gorges,
And gradients had paws that tore up tracks.

Terror and beauty like twin signal flags
Flew on the peaks for men to keep their distance.
The two combined as in a storm at sea—
"Stay on the shore and take your fill of breathing,
But come not to the decks and climb the rigging."
The Ranges could put cramps in hands and feet
Merely by the suggestion of the venture.
They needed miles to render up their beauty,
As if the gods in high aesthetic moments,
Resenting the profanity of touch,
Chiselled this sculpture for the eye alone.

WHAT WE CAN DO ABOUT OUR ROADS

Skyrocketing costs and higher maintenance standards make it harder to keep our highways in good repair.

by Hal Tracey

ALMOST any engineer will tell you that road standards in Canada are considerably short of what they should be. Our roads, laid over a network of horse and buggy trails, just weren't designed for the pounding they're taking from cars and trucks today. The men who laid them out didn't envision cars travelling at speeds of from 50 miles per hour up, nor trucks carrying huge loads clear across the continent.

In fact, our roads aren't nearly so good as those the ancient Romans used to build, some of which are still in use today. We *could* build roads that would be their equal, but it's a dead certainty we won't. Even if we did, we couldn't pay for them. Their cost in a country as vast as Canada would be prohibitive.

This problem of roads is important to the Dominion, which is sharing with nine provinces in the construction of the Trans-Canada Highway, and to the provinces, whose road costs are among the largest single items in their budgets. How important? $277,913,759 worth in 1950. That was the total expenditure by all governments —federal, provincial and municipal—on highways, bridges, etc., covering construction, maintenance, and administration and general. Unofficial estimates put the 1951 figures at about $370 million.

The provinces' share of the bill in 1950 was $243,024,312. The Federal Government and the municipalities split about evenly on the remainder of the cost—the former spent $17,169,721; the latter, $17,191,662.

The same year, the provinces took in $155,146,585 from gasoline taxes; $67,167,681 from motor-vehicle registrations. Total—$222,314,266, much less than the provinces' expenditures, even though revenues have been steadily increasing in the past few years.

The 4,200-mile Trans-Canada Highway will cost about $300 million, and is supposed to be finished by 1958. So far about 750 miles have been graded, and about 290 miles paved. Nine of the provinces have signed the agreement with the Dominion to share costs, but Quebec has still not been formally committed to the plan. However, the province is improving its existing roads.

Highway experts agree that it is practically impossible to compare costs of maintenance with even pre-war costs, far less 20 years ago. Roads then had only a fraction of the traffic they carry today, and maintenance standards have risen.

For instance, 20 years ago most people put their cars up for the winter. Provinces didn't have to worry about snow removal and ice control. But now it costs the Province of Ontario alone about $6 million each winter for snow removal.

"One saving factor," says J. D. Millar, Deputy Minister of Highways for Ontario, "is that the tremendous volume of sales of basic materials such as crushed stone, cement, etc., during the last ten years has kept the price down. Crushed stone, as an example, has only increased in cost about 50 per cent; bulk cement has risen only about 25 per cent."

But costs of other materials have skyrocketed, he continues. "Materials used by a Highways Department, such as chemicals for ice control, have increased to four times what we were paying before the war. Rock salt, which we used to obtain for $5 a ton delivered, is now costing us over $20. Zone paint, which we used to obtain for around $2 a gallon, is now costing nearly $6. Timber that formerly sold at $50 a thousand board-feet is now costing $150."

Heavy machinery is a vital necessity for the building of good roads. First bulldozers, graders and power shovels must prepare the ground, and remove tons of earth. Pavers and bituminous plants are large, heavy and expensive pieces of equipment. Then the rollers take over.

Cost of this machinery has gone up in about the same proportion as automobiles, says Deputy Minister Millar. A serviceable power grader that could be bought before the war for about $8,000 now costs about $22,000.

The machines, he adds, have new features, and are undoubtedly more efficient than pre-war ones. However, the equipment maintenance costs are, of course, borne by the Province, and because of the large amount of expensive equipment used, are high.

Canada is making a start towards building better highways, investigating the country's own peculiar problems of rock, muskeg and perma-frost, and some research has been done to check the ravages of frost, especially at the University of Alberta. But most of Canada's building techniques now are borrowed from other countries, whose road-building problems are generally similar. Conditions in the northern U.S. are much the same as in Canada.

Springtime means difficult road conditions for Canada, with water and frost wreaking their havoc. Many parts of Canada place restrictions as to weight on traffic travelling over the roads in spring. But it isn't only the elements that play hob with our roads.

C. W. Gilchrist, Managing Director of the Canadian Goods Roads Association, has this to say:

CONTINUED ON PAGE 18

HOW THE PROVINCES PAY FOR ROADS

Ontario

All Queen's Highways so designated (the main trunk routes) are entirely constructed and maintained by the Provincial Highways Department.

The cost of building and maintaining county and township systems is shared equally between the Province and the smaller unit. The expenditure is approved by the local district engineer of the provincial department and eventually by the minister of the department.

In the case of cities and towns, the Province pays a subsidy of 33-1/3 per cent on all main thoroughfares both for construction and maintenance, including snow removal.

In the Province there are some 33 suburban road commissions which maintain suburban roads. These are overlapping roads where there is divided responsibility. In this case there is a three-way union of county, city or town, and province. Costs of building and maintenance are distributed as follows: Province, 50 per cent; city or town, 25 per cent; county 25 per cent.

British Columbia

The British Columbia "Highways Act" states that all roads other than private roads shall be deemed common and public highways.

The Province may designate highways as arterial or secondary. The Provincial Government pays all costs of construction and maintenance of arterial highways.

Secondary highways are constructed on a 50-50 basis and are maintained on a 60 per cent municipal and 40 per cent provincial basis.

In cities of over 15,000 population, the Lieutenant Governor in Council may authorize a grant not exceeding $1,500 per mile for the construction, maintenance and use of any street considered necessary as a connecting link in the arterial highway system of the Province.

Alberta

The Provincial Government pays annually $300 a mile to assist in maintenance costs of any provincial main highway routed through a city; builds and maintains all provincial main highways located through towns or villages in rural areas.

To assist in road construction in rural areas, the Provincial Government makes a grant to each municipality on the basis of 25 cents municipal funds for each 75 cents provincial grant.

Saskatchewan

The Provincial Government constructs and maintains Provincial highways and assists by grants to municipalities with the construction of main market roads, the municipalities being responsible for the work done. Municipalities must construct and maintain their own streets.

Manitoba

The Provincial trunk highway system is designated and declared by the Lieutenant Governor in Council under authority of The Public Works Act, and construction, reconstruction and all maintenance is carried out by the Department of Public Works.

In urban municipalities the Province maintains the section of roadway of a 30-foot top down the central public street. The municipality pays and is responsible for the construction and maintenance of sidewalks, sewer and water pipes.

The Province pays two-thirds of the cost of maintenance of secondary highways and pays 100 per cent of the construction and maintenance costs of all roads in unorganized territory.

The Province contributes 50 per cent of grading and gravelling cost of main market roads used by farmers and producers in neighborhood market centres; but does not pay cost of maintaining.

Quebec

In cities and larger towns the construction, improvement or paving of streets and roads are under the municipal authority, and the Provincial Department of Roads does not pay any subsidy or contribute toward their cost.

In other municipalities, the Department of

CONTINUED ON PAGE 19

—International

STEEL SHUTTERED fortress of the Communists in Paris was raided by the police for evidence of plotting.

THE WORLD TODAY

A NEW BOLDNESS IN FRANCE

by Willson Woodside

THE UNLIKELY M. PINAY is proving to be just the leader France needed at this time. Less than four months ago he took over in as gloomy circumstances as any postwar French Government has faced. It was not only that the franc was slipping steadily, the burden of the war in Indo-China becoming unbearable and the German question racking the nation, but the parliamentary experience since last summer's election seemed to indicate that firm government was impossible.

Perhaps the feeling that this was the last-chance coalition before parliament would have to turn to de Gaulle was M. Pinay's greatest help. At any rate he has repeatedly used a "Take it or leave it" technique in putting through his program, and in doing so has gained the reputation of the toughest premier since Poincaré. Partly, too, the very seriousness of the situation called forth bolder measures than previous coalitions, constricted as they always are by compromise, would have agreed to.

Before he won the political backing of the nation in forcing a showdown with the Communist strikers and rioters Pinay had stirred what one might call the financial patriotism of the French people in quite an amazing way. Calling on them to "save the franc" he had persuaded retailers to reduce prices immediately by five per cent, and checked the steady and disastrous rise of the price level which had been going on since the beginning of the Korean War, far beyond anything experienced in Britain or North America.

With the price rise checked, he put through a measure which the Assembly had balked at for a year or more, tying wages to prices. Every time the cost of living index rises by 5 per cent, the wage level is to be adjusted. Then he launched his assault on the tax-evaders and hoarders of gold. The tax system of France is obscured by such a tangled undergrowth of amendments, now waiting a full fifty years for a thorough pruning job, that tax-evaders would be hard to catch, even if the will were there; and tax-evading has long been considered as a sort of national sport.

Pinay made it plain that the only way a severe new tax rise could be averted was for tax-evaders to do their duty and pay up. With a shrewd understanding of his people he offered an amnesty on all past evasions for those who would "come clean" now, and warned of strict enforcement in the future. This was his preparation for still a further move in his "policy of economic and financial restoration," the launching of a big public loan tied to the price of gold. This brought the spectacle of peasants and townsfolk from the provinces flocking to Paris to sell their hoarded gold against the new bonds, covered by an anonymity which they could not have enjoyed in their own locality. For here again, Pinay used the carrot and the stick.

After July 1, enquiries into the bank accounts of the hoarders could prove embarrassing. As a nice touch of blackmail, the tax collectors were used as bond salesmen.

Here is indeed a shrewd man: for his previous steps had brought such a sharp drop in the price of gold that many people hastened to turn it in on his loan, pegged as it is to the current price of gold. Whether or not Pinay foresaw the showdown with the Communists, the wide popular support which his fiscal policies have won him has given him invaluable backing in his firm measures to maintain public security.

To complete the picture, his stand against the Communists undercuts the public support for General de Gaulle and the support for de Gaulle's obstructionist policy among his own deputies in parliament. In the last test, 41 of 116 Gaullist deputies, led by one of the General's most important aides, General Billotte, voted with Pinay. In clearing his left flank Pinay may also be clearing his right, and emerge with a workable Conservative-Centre coalition.

What remains to be seen is whether he will be able to cap his economic and political achievements with a new electoral law doing away with proportional representation and holding out the possibility of a single party gaining a working majority. Then the energy now put into maintaining ever-shifting coalitions may be put into ruling France, with results of which *l'expérience Pinay* holds out such promise.

The Communist Party which the unassuming little Premier Pinay has challenged, as it has not been challenged since the Liberation, is one of the strongest of Moscow's foreign branches. This Jacques Duclos, thrown into jail by Pinay for directing the vicious riot in the Place de la République on May 27—the first Communist leader to be jailed in France since the war—once brought the dismissal of Earl Browder as American Communist leader by a wave of his hand.

This party is so important that it provides the General Secretaries for four of the big world-wide Communist-front organizations, the World Federation of Trade Unions, the World Peace Council, and the Women's and Youths' World Federations. For Moscow it is the most strategically located of all foreign Communist Parties. Its victory would mean the loss of the main base for a democratic defence of Europe, and would leave Germany in Russia's power. Both North Africa and Indo-China would be lost to the Western alliance, and with Indo-China might go all South-East Asia. Such are the stakes the Kremlin is playing for in ordering its shock troops into the streets of Paris and other French cities.

The result has been a revelation which is bound to shake the great French Communist Party to the roots and free many Frenchmen from a gnawing fear that its day is coming and it is best to play along with it just to be safe. Just why Moscow ordered the street fighting is not quite clear to observers in Paris, except that, as someone has remarked, "it would make good reading in China and Peru." It appears that the same general

—International

M. PINAY: Has he stopped the rot in France?

order for rioting was issued for Paris as for Tokyo, Koje and Berlin. But it seems that Moscow cannot quite have understood that the public support for rioting in the streets would be so vastly different from French support for the earlier pseudo-pacifist policies of the Partisans of Peace.

However that may be, of the 700,000 Parisians who vote the Communist ticket year in and year out, only 7000 turned out for a demonstration for which the leading Party paper *Humanité* had made the greatest possible appeal. These 7000, from the arms they bore, were clearly the Party's hard core of shock troops, believed to number 60,000 in the whole of France. They carried clubs studded with nails, wire whips or black jacks; they threw broken bottles, paving stones and nuts and bolts stolen from the factories they work in. Two hundred policemen were wounded, but the Communists got an "ideal" martyr, with the colonial and racial angle, an Algerian worker, father of five who was killed in the clash.

The mighty Duclos was arrested, with pistol and short-wave radio, and actually accused of menacing the security of the state by directing a riot, instead of being meekly released the next day. The editor of *Humanité* was arrested, and accused of inciting to riot. And Communist headquarters in many cities of France were raided by the police, breaking the spell of intimidation cast by the French Communists for so many years: "See, even the police never dare enter our headquarters."

—Long in The Minneapolis Tribune

PANMUNJOM MASQUERADE
"There's nobody here but us North Koreans"

When the Communists turned to their traditional weapon of protest and revolutionary threat, the general strike, only two per cent of the workers responded. Admittedly the Government had laid down a severe line: striking workers in any government department or publicly-operated enterprise including the railways, would be suspended and might be dismissed without pension. Admitted, too, that the non-Communist union organizations, the Force Ouvrière and the Catholic Trades Unions, had joined their voice to that of the government in condemning this as a political strike.

But there is also the general temper of supporters of the Communist Party, revealed in a recent survey by the French Gallup Poll. And there is the case of the 48 workers in the small dye works near Paris. They had been on strike for higher wages but went back to work the day of the Communist strike, then out again on their own again next day.

The Gallup survey showed that, while Communist propaganda pounds away about "shaking off the American imperialist yoke" and "stopping the war in Indo-China", only one Communist voter in 17 mentioned these themes, and only one in ten the class war, when asked "What points would you like the Party to stress particularly?" Most said bread and peace. And by "peace" they made it clear they didn't mean the Kremlin's "fight for peace" but neutrality or non-involvement in military alliances or in a fight between the U.S. and the Soviet Union.

Only 22 per cent of Communist voters thought that France should take part in such a struggle on the Soviet side. And even when asked about such an elementary Communist tenet as revolution, the majority held that their standard of living could be improved by reform, and only 41 per cent insisted that revolution was needed. As *The Economist* deduces, this means that only some five per cent of adult Frenchmen and women are real Stalinist militants, and though 25 per cent still vote the ticket of what they fondly imagine is the extreme Left.

It may be M. Pinay's greatest service to divide the two groups more clearly.

So He Was in Moscow

Don Dallas went to Moscow for Reuters in 1947. He left in mid-1949. He has now published a book on it all, "Dateline Moscow." (British Book Service, $4.25). It is a pleasantly written description of the surface life of Moscow, distinguished only by the scarcity of such accounts in recent years. An ominous point that emerges is that several of the remaining handful of Western correspondents in Moscow have Russian wives, who are in effect hostages, since they would never be allowed to leave with their husbands if the latter were expelled for criticizing the Soviet system.

It is one of the greatest successes of the Iron Curtain technique of isolation that by closely limiting visas, by restricting correspondents to Moscow and its suburbs, and by making it a life-and-death risk for Russians to associate with them or for any but NKVD agents to work for them, the Soviets have ensured that only Don Dallas types do our reporting from the USSR.

The INSTITUTE of BUSINESS ADMINISTRATION

THE UNIVERSITY OF TORONTO

This Institute offers a graduate course in Business Administration leading to the degree of Master of Commerce.

Graduates in Commerce and Finance, or in Engineering and Business, with at least second class standing, may qualify for the degree in one year of full-time study; graduates of other courses generally require two full years.

Evening classes are provided for part-time students.

Information will be sent on request to the Secretary of the Institute, 273 Bloor Street West. Personal interviews may be arranged with the Director.

This is the Gin

IMPORTED FROM LONDON, ENGLAND

By Appointment
Gin Distillers
To the Late King George VI
Tanqueray, Gordon & Co. Ltd.

Quality Incomparable

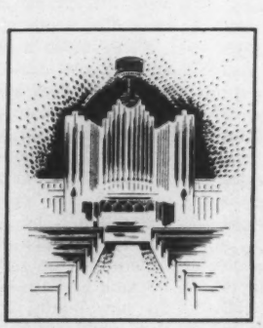
Gordon's

Stands Supreme

TANQUERAY, GORDON & CO., LTD.

. . . the largest gin distillers in the world

76H



A. W. MILES

Funeral Director

SERVICES ARE HELD UNDER IDEAL CONDITIONS

The chapel is commodious, convenient, beautifully and appropriately appointed. Equipped with pipe organ. The chapel is completely Air-Conditioned.

CREMATION CAREFULLY ATTENDED TO IF DESIRED

30 ST. CLAIR AVE. WEST, TORONTO

PR. 2569 PRIVATE PARKING PR. 4213

ARE THERE CANADIANS?

CONTINUED FROM FRONT COVER

fellow - "Commonwealthers", married a Nova Scotian and he has lived there for years. "There's no chance of my becoming a Nova Scotian," he used to joke, "my grandchildren may, though." "Name a name," said a Nova Scotian to me once, "and I'll tell you what part he comes from—and whether he's any good or not!"

I myself am Ontario born. I have lived in four other provinces, for greater or lesser periods of time, and now here I am back where I started, in Ontario. I often ask myself, "Who or what is an Ontarian?" I doubt if I know. But I can describe a few Ontario types. There are, for example, the "breezy" people from the north, uninhibited people, people familiar with a large, new environment, people whose geographical position, whether at Sudbury or Fort William, forces them to take a long look across the enormous stretches east and west.

The northerners themselves say they have more in common with the westerners than with the southerners: in fact, some say they suffocate down in the south. They can even find their opposite numbers among the English of Montreal, for the English group in that city is relatively small and since it is always warding off the pressure of the other culture, its members have a fellow feeling, even a neighborliness, that is not as conspicuous further west. These English from Montreal have been given a good going over of late years by the literary blokes, but they still need study, they and their fellow provincials elsewhere in Quebec. The literary gents have not said the last word yet: they have all missed the garrison friendliness of Montreal.

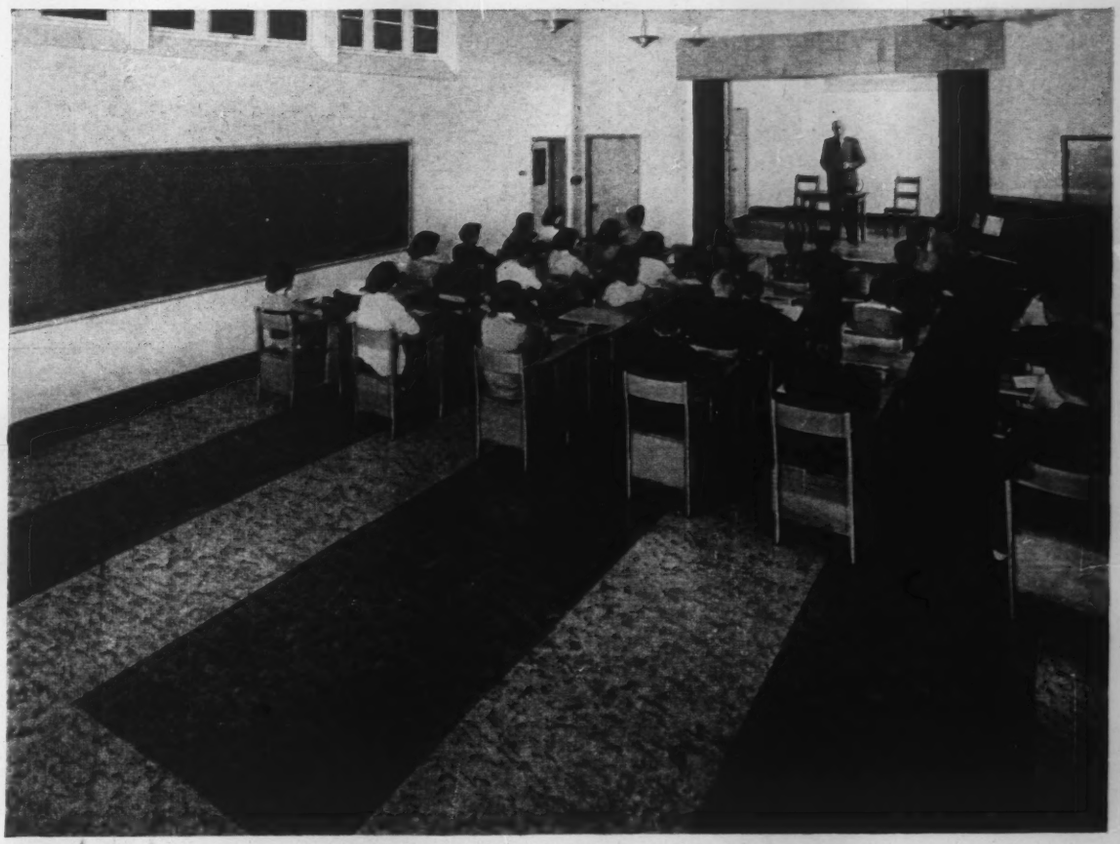
I ONCE wrote that southern Ontario enshrined a trinity of hatreds, all of which with remarkable success it managed to keep warm: hatred of the Pope, hatred of the French and hatred of the Americans. It was only the inner core of southern Ontario, of course, which was successful in keeping all of these hotted up: the hardshells from various rural areas for whom every election meant simply the refighting of the Battle of the Boyne or the Old Guard of Family Compact men, represented largely by decaying aristocrats (if such a naughty word may be used in a Canadian journal), who were confidently expecting the U.S. soon to revert to the thirteen colonies again.

Nowadays even in some of the great fortresses of these hatreds tension seems to be relaxing, for I note that the management of Canada's greatest fall fair, in one of the fortresses, is making a determined struggle to hire Americans for its funny men and won't have Canadians. Its Ontario audiences would not understand British humor, so there is no suggestion of inviting British comedians.

By its hatreds—or fancied hatreds—a people displays itself, for violent feelings, whether of hatred or of joy indicate loyalties. My reports, which I think are reliable, are that many students from prosperous districts of metropolitan southern Ontario have not forgotten their traditional hatreds, but carry a modernized version of them with an assurance not marking the ordinary young man. They are assured because their families are on top—and because they know no other environment than that in which they have been brought up in security.

Such young people are a familiar social phenomenon. They are children of the fortunate and they are floating upward on the shoulders of those below them, those who occupy the houses from which their parents moved. This means that they are a limited class and underneath them are flooding in the myriad fragments of a humanity on the march, whether from the countryside of Ontario, from the west or from the length and breadth of Europe. In the streets of the greatest Ontario city, foreign languages, from farther afield than Quebec, are now often heard. On its concert platforms men of outstanding ability but with "unpronounceable names" are to be seen. As this great city becomes steadily more cosmopolitan, its old hatreds shrink simply because the class which carries them becomes, as it goes upward in the social and economic scale, smaller.

Or do they shrink? Are they transmitted to the new citizens? It may be they are. I once heard years ago that



When you plan to build or renovate, follow the example of this modern Ontario school—use Dominion linoleum throughout. With 65 colours and patterns to choose from and combine, your architect or flooring contractor can design floors which are both beautiful and highly functional.

Linoleum is in a class by itself!

ADD UP the advantages of linoleum for any public building—ease of cleaning, low maintenance cost, long wear . . . resilience, sound-deadening, germ-killing . . . wide choice of attractive colours, adaptability to designs directing traffic or emphasizing the nature and purpose of the building . . . add all these advantages and you will agree that linoleum is in a class by itself for beauty and *economy*.

MARBOLEUM • JASPÉ LINOLEUM • BATTLESHIP (plain)
in tiles or by-the-yard — products of
DOMINION OILCLOTH & LINOLEUM COMPANY LIMITED
Montreal

Time-Tested
FOR ANY WEAR ON ANY FLOOR ANYWHERE

The many advantages of Dominion linoleum have been time-tested and proved by over forty years' wear on the floors of Canadian schools, hospitals, stores and public buildings of all kinds.

1952
is our 80th Anniversary

Marboleum
BEAUTIFUL
RESILIENT • TIME-TESTED

New G-E Portable

leads a **double** life!

Indoors a smart table radio!

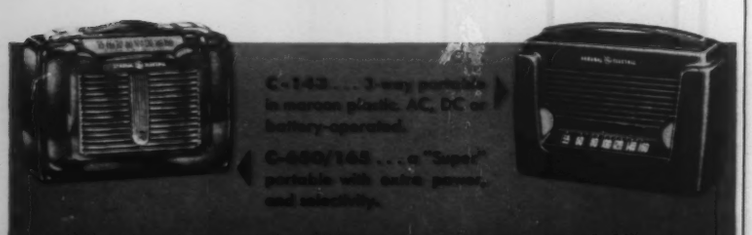
Outdoors a powerful portable!

GENERAL ELECTRIC

"All-Year"

PORTABLE RADIO

Now—a portable and a table model—all in one. Exclusive dual dial for easier tuning when upright or on its side. Gives powerful, big-set performance at the beach, picnic, or wherever you go—full, rich tone for your living-room, bedroom, kitchen. See Model C-605 in pleasing green or rich burgundy plastic case at your nearest G-E Dealer's. It's the "all-year" radio that gives you *twice* the usefulness, *twice* the enjoyment.



CANADIAN GENERAL ELECTRIC COMPANY
LIMITED
Head Office Toronto Sales Offices from Coast to Coast

all the Italian Catholic street sweepers in that great city belonged to the Orange Lodge. Maybe they do still. It is an open question.

Now the rest of southern Ontario —the smaller towns, the villages, the countryside — presents quite another picture. There you find reticence piled upon reticence, self-consciousness upon self-consciousness. For the life of me, though I am of them, if I can be of anything, I do not understand these people, my people. I do not know what wheels are going around inside. Day after day, I face my students, often in small groups in what ought to be a relaxed atmosphere. I have the hardest job breaking down their reserve and their shyness. It takes nearly a year to "free them up", so that they will talk readily in my presence and in each other's. Of course, "the prof" is there, that great, big, brooding presence, but able young people should not be unduly intimidated by him. I always tell them I won't bite, but even so, they take seats as far away from me as possible. The irony of it is that at their age, I was just like it myself. I remember how in University College, we used to come into our History seminars, listen to the superior English voice of the instructor, sit on the edge of our chairs, read our essays, file out—and never chip in with easy debate and argument. I can't understand my o'd self now. What makes us like that?

"ARE THESE young men and women really as solemn as they look?" I often ask myself. I don't believe they are. Some would say that young people today have so much to worry them, their future is so uncertain. They certainly have far more spending money to worry them than my generation had, and far greater prospects of good jobs when they graduate than mine had. But they have to worry about being conscripted! They have to worry about the horrors of the next war! My generation did not: it just joined up, and found its animal spirits sufficient support.

As a matter of fact, I don't believe the explanation lies in worry about such matters. Long faces perhaps don't reflect worry at all: they reflect their owners' mental and spiritual inadequacies. When they come into the presence of "the prof", students put on funereal faces. They will have to flex their mental muscles. That hurts. Their abysmal innocence will get shown up. That also hurts. It is perhaps unfair to blame them, albeit they are well above the average of young people in health, wealth and intelligence. The blame must rest on their parents and through their parents on the community, and through the community on the community's history.

Our students, who are some per cent of one per cent of the population, are training as leaders. Yet most of them put on undertakers' faces when introduced to an hour of "exercising of their brains".

WHY? Mainly—and I suppose much the same may be said about the more fortunate youth in most places in this country — because, with exceptions, they come from homes in which the commonest affliction is constipation—mental constipation; quiet, honest untroubled homes, I imagine most of them to be, homes that have never known a deviation from the honorable average, homes in which there never have been ten whole minutes of searing, fundamental thinking, mentally constipated homes from the mentally constipated sectors of society—a high proportion of the whole.

I used to find the same degree of reticence among the young people I met in Nova Scotia, but it seems to me there was a difference in its quality. Down there, there is a certain cult of the strong silent man, but there is an underlying assurance all the same. Not much difference in level of ability, in reading habits (which in either region hardly exist) or family background, but a consciousness that you belong to a community and a community that has given a good account of itself and has its roots. I wonder if this is the difference between these two Canadian parochialisms, that of southern Ontario and that of Nova Scotia. Is it the amorphousness of southern Ontario, with the only real tie being the family and the locality?

Southern Ontario is only a small bit of Canada, however. Out in British Columbia, they hardly know where it is. I remember a lad there saying to me: "You come from Ontario. You speak just like my father. He comes from back there somewhere—Cornwall or Timmins, one of those places back east." "Those places" do seem quite close together if you look at them on a map of the whole country, that must be admitted.

In a second article, "Seeing the Pacific from Winnipeg", we shall take a look at Canada's west.

WHAT WE *CAN* DO ABOUT OUR ROADS

CONTINUED FROM PAGE 14

"Undoubtedly today's vehicular traffic which roads were not designed to carry does contribute as much in the deterioration process of main roads as frost, flood and ice. It is not always possible to name the villain."

"The road builders of a quarter of a century ago," he continues, "made many understandable and some not so understandable miscalculations. For one thing, they could not foresee today's traffic; either its weight or density . . . we are, in short, in need of complete modernization of roads for cars that cruise at 60 miles an hour and trucks that carry great loads long distances . . ."

Canada has slightly more than 150,000 miles of surfaced roads, and about 400,000 miles of unsurfaced roads. About 90 per cent of the total of unsurfaced roads is in the west.

Comparatively, Nova Scotia seems to have gone further than any other province in the matter of road construction. Although much smaller, the Province has more hard-surfaced road mileage than Alberta—1,300

miles as compared with Alberta's 1,166 miles. Nearly all Nova Scotia's roads have been built with borrowed money, however, and it costs the province some 40 per cent of its entire expenditures on highways for interest and sinking fund alone.

How can our highways be improved? Direct Federal aid is one answer; more highway research on a national scale is another. Even toll roads have been considered.

Deputy Minister Millar of Ontario advocated Federal aid in a recent speech to the Ontario Motor League. (Total outlay on roads in his province this year will exceed all records, and last year exceeded by $10 million the amount received from gasoline taxes and registration fees.)

"The Federal Government should bear an increasing part of the burden of construction and maintenance," he said. "In the Trans-Canada Highway a start has been made."

"In view of the huge revenue derived from sales and excise taxes on cars, the Government should study how greater aid can be given. Possibly Federal aid as given by the U.S. Government might be the answer, and would bear careful study."

The Canadian Good Roads Association appointed a special committee, which reported last year on a study of a design to set up a Canadian Highway Research Institute. It would investigate the problems peculiar to Canada that cannot be met by borrowing road-building techniques from other countries. It would serve as a means for exchanging information between Canada's highly compartmentalized highway agencies. It would collate and distribute published material on technical problems, and study new branches of highway enterprise in other countries that might prove applicable in Canada.

The pilot study committee recommended that the proposed institute would function in four major fields of interest -- design, construction, materials and maintenance; traffic engineering; safety; and information and education. As the CGRA sees it, the institute would have to be organized to function in a completely impartial and unbiased manner, and the committee recommended that industry take the initiative in providing financial support.

PAYING FOR ROADS

CONTINUED FROM PAGE 14

Roads builds, improves or paves at provincial expense the main highways and most frequently used secondary roads.

Local roads in municipalities under 5,000 population, provided they are improved to a certain standard, are maintained and repaired by the Provincial Government.

New Brunswick

The building and maintenance of all highways in the Province is the responsibility of the Provincial Government, with the exception of streets and highways within cities, towns and incorporated villages.

Some Provincial financial assistance to main trunk highways through incorporated areas is also provided.

Section 24, New Brunswick Highway Act, 1945:

In order to encourage towns and incorporated villages to bring to the Provincial standard those portions of main trunk highways lying within their limits, the Minister may reimburse any town or incorporated village in an amount equal to fifty per cent of the sum expended by it on the project of reconstruction.

Nova Scotia

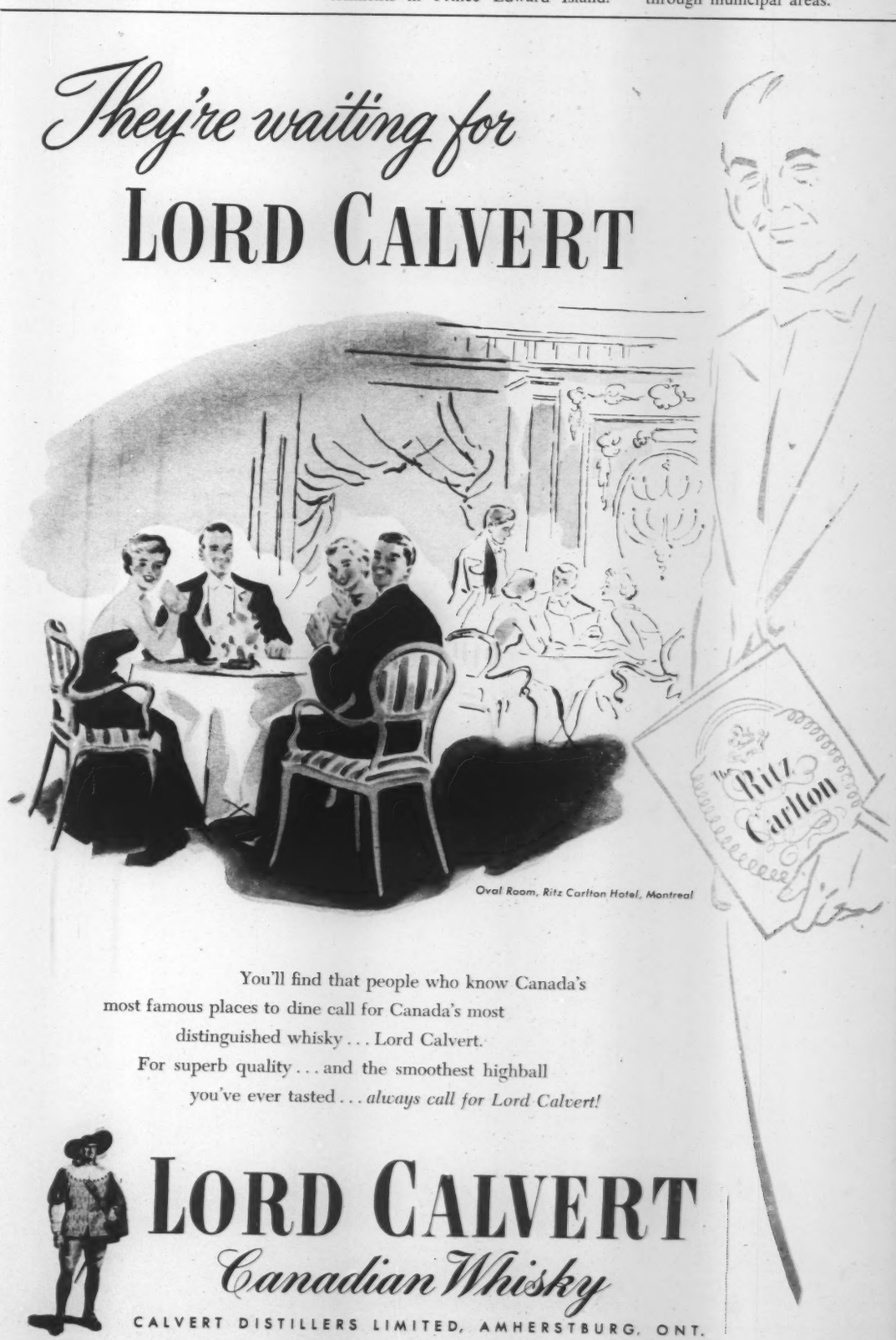
The Provincial Government constructs and maintains all highways in all areas excepting cities and incorporated towns.

Prince Edward Island

There is one city and seven incorporated towns with municipal governments in Prince Edward Island. In six towns the Province has financed arterial highways running through them. In the city of Charlottetown and the town of Summerside no Provincial assistance is given towards the cost of streets.

Newfoundland

The Province bears the full cost of construction and maintenance of arterial or main highways running through municipal areas.


They're waiting for
LORD CALVERT
Oval Room, Ritz Carlton Hotel, Montreal
The Ritz Carlton
You'll find that people who know Canada's most famous places to dine call for Canada's most distinguished whisky . . . Lord Calvert.
For superb quality . . . and the smoothest highball you've ever tasted . . . always call for Lord Calvert!
LORD CALVERT
Canadian Whisky
CALVERT DISTILLERS LIMITED, AMHERSTBURG, ONT.

Purchasers and Distributors of Government, Municipal and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

SATURDAY NIGHT
Your best Magazine Buy

Always in GOOD COMPANY

IMPERIAL
Canadian Whisky

Wherever men of discriminating taste gather—in friendly competition, good fellowship or quiet relaxation—*there*, you'll find Imperial.

Hiram Walker & Sons, Limited
WALKERVILLE • ONTARIO
DISTILLERS OF THE FAMOUS *"Canadian Club"* WHISKY

CONTENTED COWS

CATTLE HOUSING—LATEST STYLE

by Gordon R. Sisson

SASKATCHEWAN is experimenting with a new labor saving type of cattle barn. Delivery costs cutting and wholesale price fixing, the Province has discovered, are only hollow gestures when production cost—especially labor—is the major unsolved problem.

In an effort to cut down on labor requirements, there has been a shift to the lounging barn and milking-parlor type of housing for dairy cattle that has become very popular in the northern U.S. and Ontario. This "loose" type of housing has been demonstrated to reduce the labor requirements of feeding, milking and cleaning out.

The barn is essentially a cold barn. The 52-by-78-foot structure is of aluminum sheeting on heavy poles sunk into the ground. It has a dirt floor and the lounging area is cleaned out only about once a year. The animals are kept well bedded at all times and by the time winter comes the pack of manure that is built up has sufficient fermentation heat for the comfort of the animals. Reports indicate that cattle lying in straw on the manure pack are warmer than in some conventional barns. Ventilation is assured by keeping the doors open and the temperature about the same inside as outside and there is very little accumulation of moisture. Feed is stored along one side of the building and is easily moved to the railing where the cattle can reach it.

In conjunction with the lounging barn there is a three-stall milking parlor and the cows are fed their grain while being milked.

In areas where loose housing has been tested it has been found that production is equal and sometimes better than with conventional housing.

Another important factor is that modern machinery can be brought into practice in the feeding and cleaning operations.

The loose-housing research at the University of Saskatchewan has been carried on by the animal husbandry department in association with the department of dairy husbandry. The project has been financed by donations of $5,000 from the Saskatchewan Co-operative Creamery Association, $1,500 from the Saskatchewan Dairy and Poultry Pool and $3,500 from the Provincial Agriculture Department through the horned-cattle fund.

BRAIN-TEASER

OFF FOR THE DAY

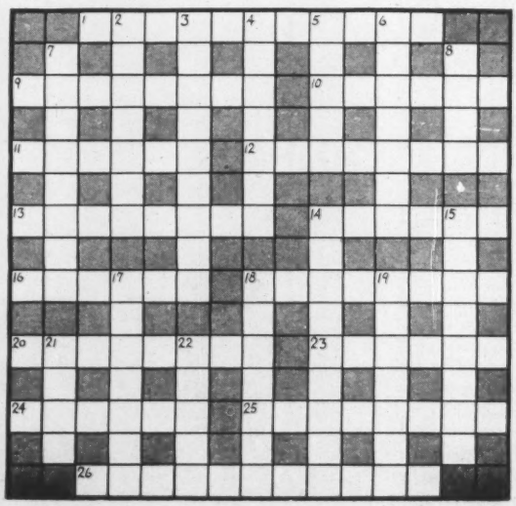
by Louis and Dorothy Crerar

ACROSS

1. This, strangely, I do Monday in Tuesday's name. (8,3)
9. It appears a palindromic Frenchman and a Southern General united to compose 2. (8)
10. Did he yearn to get on as a Canadian painter? (6)
11. A Khan decreed "a stately pleasure-dome" here. (with something to mark the spot). (6)
12. Is a one-track mind? (8)
13. Always dear at funerals. (8)
14. Extremely young to be surrounded by beasts of burden essential to life. (6)
16. Hey, get out! He's pie-ey'd! (6)
18. Recovered from a Pawnee? (8)
20. What Buttercup did to the issue in "Pinafore." (8)
23. Hubby, by leaving, has taken something on his head. (3-3)
24. Llama doffs his coat that we may wear it. (6)
25 and 26. According to the text, an expensive emblem—always. (3,5,4,7)

DOWN

2. By the look of it, its anthem is nothing to the country. (1,6)
3. Not well dressed? (3-6)
4. The kind you catch skating? (3,4)
5. Its anagram sounds like pains — in the neck! (5)
6. Pardon me, Santy! (7)
7. A German's showing his bosses around, perhaps. (8)
8. But it isn't one to visitors at the Bay of Fundy. (4)
14. It'll need to be nippy with a cracker underneath! (3,6)
15. Pupils' dances? (8)
17. If sent late, set out to correct it. (7)
18. O I'd trot to Italy for entertainment. (7)
19. Surely "Arms and the Man" should provide at least one! (7)
21. One result of toil you may get in Alberta. (4)
22. Workers stick here. (5)



Solution to Last Week's Puzzle

ACROSS

1. Marionette
6. See **24**
10. Robbing
11. Noonday
12. Landing
13. Roberto
14. Shorn
15. Demitasse
17. Pedestals
21. Owing
23. Puffing
25. Rattler
26. Epistle
27. Praline
28. Sure
29. Assessment

DOWN

1. Marbles
2. Robin Hood
3. Opinion
4. Engaged
5. Tantrum
7. Under
8. Keyhole
9. Wombat
16. Still life
17. Puppets
18. Shifts
19. Algiers
20. Scruple
21. Outlaws
22. Garment
24. and 6. Friar Tuck

(215)

THE MARKET: International Utilities Corp.

HITCHED TO ALBERTA'S STAR

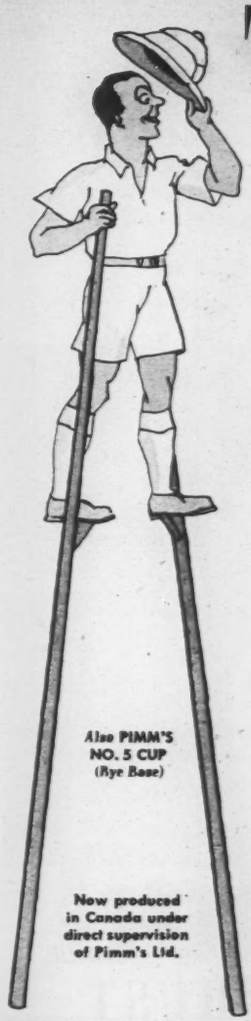
by George Armstrong

THE DISTRIBUTION of natural gas is today the fastest growing major industry on the continent. As the cost of coal and fuel oil has risen steadily, natural gas prices have remained practically unchanged. Sales of natural gas in the United States in 1950 were 250 per cent ahead of 1940; 1951 sales were approximately 25 per cent above 1950. Gas reserves exceed 180 trillion cubic feet. Pipelines cover most sections of the country and already total 375,000 miles serving almost 5 million customers. In Canada the leading distributors of natural gas are Union Gas and International Utilities.

The rapid growth of Alberta under the stimulus of current oil developments has been of considerable importance to International Utilities whose subsidiaries have been distributing natural gas and supplying electricity to several centres in Alberta for more than 25 years. The sharp increase in population since the discovery of the Leduc oilfield in 1947 has been reflected in a rise of more than 60 per cent in the number of natural gas customers serviced. Of significance also are the additional supplies of natural gas discovered in the search for oil, and more lately, by direct search for gas. Alberta's gas reserves are now somewhere between eight and twelve trillion cubic feet with a much larger potential indicated. Of the 6.8 trillion feet *proven* reserves in Alberta, International Utilities owns or controls 1.4 trillion with an additional 0.5 trillion earmarked from the Leduc field, 1.0 trillion potential from Pincher Creek and 0.25 trillion from the Foremost field. Thus nearly 50 per cent of the gas developed to date in Alberta is owned or controlled by International or is in areas adjacent to operations of its two natural gas subsidiaries.

INTERNATIONAL Utilities, incorporated in the State of Maryland in 1924, is a holding company which held extensive interests in utilities in the United States and Canada, and, to a lesser degree, in South America. The interests in the United States and South America have since been liquidated. At present, aside from investments of $1.7 million in U.S. Government bonds and $3.75 million in common and preferred stocks (including 14 per cent of the outstanding common stock of Anglo-Canadian), its main assets consist of the common stock of three operating subsidiaries in Alberta: Northwestern Utilities, which distributes natural gas to Edmonton and Central Alberta; Canadian Western Natural Gas, servicing Calgary and Southern Alberta; Canadian Utilities supplying electric power to Eastern and Northern Alberta. Approximately 85 per cent of total

GEORGE ARMSTRONG *is Director of Canadian Business Service.*



The Long Drink

FROM LONDON

Of all good things that come from England, few can be more welcome than PIMM'S NO. 1 CUP. Prepared almost a century ago by secret formula in a famous restaurant in the city of London, PIMM'S NO. 1 CUP is perfect for every occasion that calls for a deep and delicious GIN drink of satisfying coolness!

Try Pimm's No. 1 Cup (Gin Base) this way: Take 2 ozs. of Pimm's No. 1 Cup; charge with lemon soda or ginger ale; add a slice of lemon, a thin slice of cucumber rind (if available) and serve well iced.

For a free 34-page booklet, containing recipes of the 12 most popular mixed drinks, write: P.O. Box 308, Station B, Montreal.

PIMM'S No. 1 CUP

P32-1

Every hour of every day the telephone in your home stands ready to serve you for **a fraction of a cent an hour.** What else in your daily living means so much yet costs so little?

THE BELL TELEPHONE COMPANY OF CANADA

"Thinking about a Pension Plan?"

"There's more to it than you might imagine. When my company decided to put in a pension plan, we had to answer three important questions — how to set it up, who would operate it, whom to name as trustee.

We didn't make much headway until we consulted the Montreal Trust. They came through with the answers we needed. It seems they're often called upon for advice on pension plans. And, in our case, we appointed them trustee of the fund. They've taken the administrative load from our shoulders."

"A COMPANY THAT CARES FOR YOUR AFFAIRS"

Inquiries cost you nothing and may prove profitable in many ways.

Capital, Reserves and Surplus in excess of $8,000,000.

MONTREAL TRUST
Company

***Head Office:* 511 PLACE D'ARMES, MONTREAL**

OFFICES IN PRINCIPAL CANADIAN CITIES

in Montreal...
. . . it's fashionable to live at The Croydon, where furnished and unfurnished suites offer hotel services right at home. The address: 3445 Cote des Neiges Road.
The Croydon

Canada's Most Luxurious Apartment House.

operating revenues are derived from the sale of natural gas.

NORTHWESTERN UTILITIES: Northwestern supplies natural gas to Edmonton and 25 other communities in Central Alberta serving an area with a population of close to 200,000. Approximately 85 per cent of its supply of natural gas is obtained from the Viking-Kinsella field in which it owns or controls over 96 per cent of the proven gas reserves of about 600 billion cubic feet. In addition, in 1950 it began to purchase gas from producers in the Leduc-Woodbend field which has gas reserves estimated around 500 billion cubic feet. Most of this gas will not be produced until the oil has been largely withdrawn. Therefore, because of the rapidly increasing demands on the system, Northwestern will require additional reserves. In this connection it has been drilling on a 40 square mile farm-out from Imperial Oil in the Legal district; recently it has obtained petroleum and gas rights on 19,204 acres in the Buffalo Coulee-Battle River area.

CANADIAN WESTERN NATURAL GAS: Canadian Western distributes natural gas in Calgary, Lethbridge, Banff and 21 other communities in southern Alberta, serving an area with a population of approximately 180,000. Most of its gas supply is purchased from producers in the Turner Valley field where gas reserves are believed to approximate 316 billion cubic feet. This field is gradually being depleted and the need for supplemental gas supplies has been something of a problem to Canadian Western. In April of last year it commenced the purchase of gas from the Jumping Pound field, about 28 miles west of Calgary with estimated gas reserves of about 400 billion cubic feet. The Pincher Creek field is a reserve of potentially great importance to Canadian Western Natural Gas. Canadian Western also holds a 25 per cent interest in 12 sections in the Drumheller area.

CANADIAN UTILITIES: Canadian Utilities generates and sells electric energy in 180 communities in the Drumheller, Vegreville-Lloydminster and Grand Prairie districts, serving an area with a total population of about 58,000. Its plants have an aggregate capacity of 24,270 kilowatts. Installation of a 7,500 kw steam generator at Drumheller this year will raise total capacity to 29,570 kw.

FUTURE EXPANSION: The two natural gas subsidiaries have rights-of-way for pipe lines extending from Edmonton to Lethbridge. From Lethbridge, Canadian Western's pipe lines extend some 50 miles east and 25 miles south. They also extend northwest to Calgary and then west to Exshaw and Banff. In the Edmonton area, Northwestern's pipe lines extend from the Viking-Kinsella area, some 75 miles west to Edmonton. They also extend nearly 100 miles southwest to Red Deer. These extensive rights-of-way could prove a most valuable asset when the export of natural gas from Alberta becomes a reality.

The subsidiaries have a minority interest in Alberta Inter-Field Gas Lines which is applying for permission to

THE OLDEST
INSURANCE OFFICE
IN THE WORLD

SUN INSURANCE OFFICE LTD.
FOUNDED 1710
FIRE MARINE CASUALTY

TORONTO
MONTREAL WINNIPEG EDMONTON VANCOUVER

EVERYONE NEEDS THE SUN

Ask your Investment Dealer or Broker for prospectus.

CALVIN BULLOCK
Ltd.

CANADIAN PACIFIC RAILWAY COMPANY

DIVIDEND NOTICE

At a meeting of the Board of Directors held today a dividend of seventy-five cents per share on the Ordinary Capital Stock was declared in respect of the year 1952, payable in Canadian funds on August 1, 1952, to shareholders of record at 3 p.m. on June 24, 1952.

Of this dividend twenty-five cents is attributable to railway earnings and fifty cents to other income.

By order of the Board.
FREDERICK BRAMLEY,
Secretary.

Montreal, June 10, 1952.

THE CANADIAN BANK OF COMMERCE

DIVIDEND NO. 262

NOTICE is hereby given that a DIVIDEND OF TWENTY-FIVE CENTS per share, plus an EXTRA FIVE CENTS per share, on the paid-up Capital Stock of this Bank has been declared for the quarter ending 31st July 1952 and that the same will be payable at the Bank and its branches on and after FRIDAY, the FIRST day of AUGUST next, to Shareholders of record at the close of business on 30th June 1952. The Transfer Books will not be closed.

By Order of the Board,
JAMES STEWART,
General Manager.

Toronto, 30th May 1952.

"It is the part of a wise man to keep himself today for tomorrow."
CERVANTES

SPECULATION CAN PROMOTE YOUR SECURITY

Today, speculative securities are supporting the greatest development ever witnessed of Canada's natural resources. From our vast mineral and oil deposits comes new wealth and prosperity—the reward shared by thousands of Canadians whose venture capital helped finance this development.

To these Canadians "intelligent speculation" is a prime factor in promoting their financial security. Such speculation—based on factual information, sound planning, and intelligent broker-client relations—increases the probability of capital gain that is always tax-free and often substantial.

This is a basic idea that is given practical expression in our company's policy. If after reading the quotations from this statement of policy you agree with our thinking, we sincerely invite your enquiries.

QUOTATIONS FROM OUR STATEMENT OF POLICY

Clients of Douglass, Allen, Davis Limited will be given the opportunity to participate in any sponsored issue before the offering to the general public.

No property will be sponsored unless it has a favourable mineral showing, and then only on the basis of competent technical advice.

No mining property will be sponsored on the basis of location alone.

Informational bulletins will be mailed regularly, and they will contain both the favourable and the unfavourable news, with equal frankness.

OV 25 *Our complete Statement of Policy available on request.*

DOUGLASS, ALLEN, DAVIS
LIMITED
192 Bay Street, Toronto - EMpire 3-6288
S. T. DOUGLASS JOHN ALLEN, C.A.
K. A. DAVIS
Dealers and Underwriters of Speculative Securities

set up a provincial gathering system, while the parent company has a 25 per cent interest in Western Pipe Lines which plans, if granted an export permit, a gas transmission line to Winnipeg. The possible profits from these operations would add most substantially to earning power of International Utilities.

CAPITAL EXPENDITURES AND FINANCING: During 1951 the subsidiaries spent a total of $8.7 million on pipe line construction, drilling of gas wells, and construction of electric transmission lines. Expenditures planned for 1952 will reach about $7.6 million.

In 1950, funds were obtained by issue of $4 million convertible debentures, all but $482,000 of which had been converted by the end of 1951. This outstanding balance was called for redemption on February 21, 1952, and all but $31,000 were converted into common stock. In order to make it easier to get funds for the expansion program and for possible pipe line projects to be involved in export of natural gas, one million shares of $25 par value preferred stock have been authorized and authorized common stock increased from 1.2 million to 2.5 million shares. An issue of 250,000 shares of the preferred stock has just been sold; this issue will be convertible into common stock initially on a share for share basis.

At March 1, 1952, the parent company's outstanding capitalization consisted of 964,679 shares of common stock of a par value of $5.00. In addition, the subsidiaries had outstanding in the hands of the public, funded debt totalling more than $32 million, preferred stock in excess of $8 million and approximately 2,200 shares of common stock of Canadian Western Natural Gas—the balance of 77,800 is held by International Utilities.

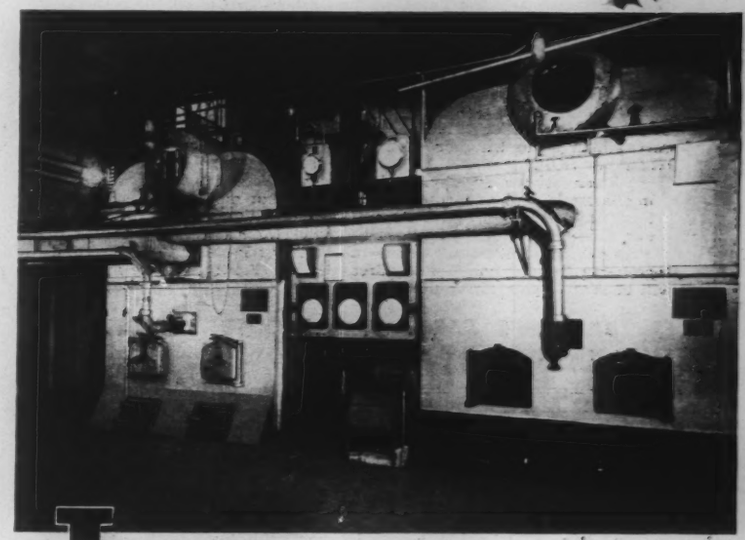
EARNINGS AND DIVIDENDS: Since 1939, sales of natural gas have risen from 10.5 million cubic feet to 50.3 million in 1951 while sales of electricity have climbed from 22.7 million kwh to 81.9 million. Earnings in the past eight years have shown a consistent uptrend and further growth seems assured as population in the areas served continues to expand. Higher operating expenses, interest and taxes pared earnings in the first nine months of 1951, but a rate increase granted to Northwestern Utilities in November resulted in final earnings for the year of about $1.8 million being slightly ahead of the $1.3 million shown in 1950. The current dividend of 30 cents quarterly, or $1.20 per annum, is amply covered by 1951 earnings of $2.07 per share (based on the average number of shares outstanding during the year).

CONCLUSION: The shares of International Utilities at 27½ are selling about 13 times 1951 earnings and yield 4.3 per cent. Over a period considerable further appreciation can be expected since International Utilities should participate to a major degree in the industrial growth of Alberta, and to a considerable extent in the export of natural gas. The new convertible preferred will tend to retard price appreciation possibilities of the common for the time being at least.

"Our Iron Fireman stokers burn lowest grade coal yet deliver top efficiency"

says Mr. Wm. F. DeWolfe, Chief Engineer, St. Joseph's Hospital, Saint John, N. B.

"Our steam demand varies from 50% to 150% of boiler rating and we are very well pleased with the flexibility and over-all performance of our Iron Fireman stokers. We are burning Minto coal, the lowest grade coal in this area, yet the monthly average efficiency has been as high as 81% at an average monthly rating of 82% of capacity. At summer loads with boiler rating down to 30% and lower we can still get 65% efficiency."

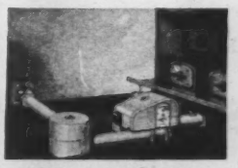


Iron Fireman Pneumatic Spreader stokers in the St. Joseph's Hospital boiler room. Coal is dried, pre-heated, pneumatically conveyed and distributed over fuel bed.

Iron Fireman

PNEUMATIC SPREADER STOKERS

Iron Fireman Rotary Oil Burner
Fires low-cost, heat-rich heavy oils (5 & 6) with complete uniformity regardless of viscosity. A real money-saver. Capacities to 500 boiler h.p.



Iron Fireman Coal-Flow Stoker
Feeds coal direct from bin. No coal handling. Coal and air automatically adjusted to boiler load at all times. Capacities to 500 boiler horsepower.

The Iron Fireman Pneumatic Spreader stoker is a coal-drying, coal conveying, and highly efficient combustion system, all in one money-saving package. It burns a wide range of coals, including low-ash fusion, sub-bituminous and lignite—ranging from ¼" slack to 2" top size. The fuel is dried and conveyed by hot furnace gases directly from main bunker to fire. Readily adaptable to any boiler room layout. Capacities available to 1,000 boiler horsepower in single units; multiple units for larger capacities. Find out how much an Iron Fireman can save for YOU. Phone your nearest dealer or send coupon for descriptive literature.

Iron Fireman equipment sold in Canada is manufactured in Canada.

MAIL COUPON FOR LITERATURE

IRON FIREMAN MANUFACTURING CO. OF CANADA
80 Ward Street, Dept. 75, Toronto, Ontario.
Please send literature as checked:
☐ Pneumatic Spreader Stoker ☐ Coal-Flow Stoker
☐ Commercial Gas Burner ☐ Rotary Oil Burner
Name_____
Address_____
City_____ Province_____

THE IRON FIREMAN

AUTOMATIC FIRING FOR HOMES, BUILDINGS, INDUSTRIAL PLANTS

Distilled under the old English Recipe
HOLLOWAY'S
LONDON DRY GIN
DISTILLED IN CANADA

BABSON'S —Canada's Leading Investment Advisory Service— again offer the timely

"OUTLOOK FOR EARNINGS"

Seldom in recent market history has there been such an air of uncertainty about the immediate future for stock prices as that which predominates at present. In examining the PROS and CONS of the present situation, it must be admitted that the price level of securities is high; on the other hand, numerous stocks may be bought on an attractive price-earnings ratio to return an excellent yield.

"OUTLOOK FOR EARNINGS" is a study appraising the EARNINGS PROSPECTS for a large number of leading Canadian companies. The tables presented show at a glance which companies are likely to show declining earnings, and which are likely to continue showing a steady GROWTH in earning power and dividends.

The studies are divided into two groups—Category "A" stocks that HAVE PAID DIVIDENDS FOR AT LEAST TEN YEARS; and Category "B" issues with DIVIDEND RECORDS OF TEN YEARS OR LESS, or NO DIVIDEND RECORD.

AN ESTIMATE OF PER SHARE EARNINGS TRENDS IN THE CURRENT FISCAL YEAR IS SHOWN IN EACH CASE together with our opinion as to whether each issue analysed should be BOUGHT, HELD, or SOLD.

These studies are the result of painstaking effort, are unique in character, and as far as we know—are not available in similar form anywhere else in the Dominion. In addition, you will receive our current business study—"SECOND-HALF OUTLOOK."

Simply pin a $2.00 bill or cheque to this advertisement, return it together with your name and address (Please Print) and the material will be sent to you immediately.

BABSON'S CANADIAN REPORTS, LIMITED

511 Harbour Commission Building Toronto 1, Ontario

SN XX

Automobile and General Casualty Insurance

Lumbermens MUTUAL CASUALTY COMPANY

Agency Inquiries Invited

Fire and Allied Lines Written in Associated Companies

"THE SAFETY-MINDED COMPANY"

THE SCOTCH WITH A HISTORY!

Old Smuggler

SCOTCH WHISKY

So precious you'll never waste a drop

JAS. & GEO. STODART, LTD.

DISTILLERS

FORRES, DUMBARTON AND GLASGOW, SCOTLAND

ESTABLISHED 1835

IMPORTED FROM SCOTLAND

U.S. BUSINESS

STOCKPILE REVIVAL

by R. L. Hoadley

THE U.S. GOVERNMENT'S program for stockpiling strategic materials, which was relegated to a back seat early in the defense program, shows signs of new life. When rearmament shifted into high gear purchases for the stockpile were allowed to lag far behind schedule. Actually, the Munitions Board (the agency in charge of this program) has less copper and aluminum in its "kitty" than it had a year ago. To satisfy high-priority defense needs, materials originally earmarked for the stockpile have been diverted to consumption. This list includes aluminum, cobalt, copper, lead, nickel, tungsten and zinc.

Now the stockpile program is due for a major overhauling. Easing commodity prices has alerted Government aides to the chance to get the program back on schedule. Defense mobilizers would go a step beyond a normal buying program. They are anxious to build up their holdings of essential materials to the levels that would have been reached today if there had been no Korea and no defense program.

That means they will take all they can get of certain materials without upsetting the markets. Some markets will be "followed down waiting for even more favorable prices" but the general policy will be to pick up the items needed as rapidly as possible.

The Munitions Board will have $800 million on July 1 for stockpile use. Furthermore it is the Board's intention to ask Congress for a supplemental appropriation next winter if market conditions are such that a larger appropriation can be utilized. If non-ferrous alloys are offered stockpile officials want to be in a position to "grab them up fast."

According to the present timetable 70 per cent of the national stockpile needs will be on hand or under contract by June 30, 1953. The stockpile men are close-mouthed for security reasons but it is learned that 55 per cent of their total requirements should be in hand by the above date. One school of thought in Washington contends that the government should continue the program even after there is a sufficiently large stockpile to see the country through a major war. Such a policy would underwrite continued high metal production long after the defense program tapers off. Certain it is that some defense officials are counting on the stockpile as a means of alleviating metal surpluses as metal production mounts and the defense program chews up less.

INSURANCE

EFFICIENCY & RATES

by L. D. Millar

WHILE the price of all the things a family buys has almost doubled in the past ten years, the cost of its life insurance savings actually has dropped slightly. A survey made by the Canadian Life Insurance Officers' Association showed that in 1940 the average premium of the 12 largest Canadian life insurance companies for an ordinary life, non-participating insurance policy, at age 35, was $19.28. In 1950, the premium for the same plan, at the same age, was $18.84, a drop of 44c per $1,000.

Many factors enter into the price paid for life insurance. The rate of interest the companies earn on their investments, mortality rate, taxes, and the cost of administering the business are among the major ones. During the decade under survey, three of these four factors were affected adversely. The rate of interest earned on investments declined steadily. The premium paid for life insurance provides only about three-quarters of the total amount needed to cover policy claims. The other quarter comes from the interest on the money paid to the company, so of course a drop in the interest rate earned has a profound influence on the companies' income.

two of BERMUDA'S finest

THE Castle Harbour

HOTEL AND BEACH CLUB

TUCKER'S TOWN

Superb setting . . . spacious grounds, adjoining famous Mid-Ocean Golf Course. Sailing, fishing, private beach, pool, dancing in Castle Rendezvous. Excellent cuisine. Convenient to airport and principal points of interest.

HOTEL St. George

GOLF AND BEACH CLUB, ST. GEORGE'S

Overlooking 17th Century St. George's . . . ten minutes from airport. Private beach and golf course . . . huge indoor pool. True Bermuda atmosphere and old world charm . . . comfortable rooms, dancing. Supervised children's program.

RICHARD M. TOOHILL, GEN. MGR.

For information, See Your Travel Agent or William P. Wolfe Organization *Representative*

92 ADELAIDE STREET WEST, TORONTO

Also New York, Boston, Chicago, Philadelphia, Cleveland

McCOLL-FRONTENAC OIL COMPANY LIMITED

"PREFERRED STOCK DIVIDEND NO. 24"

NOTICE IS HEREBY GIVEN that a Dividend of $1.00 per share being at the rate of 4 per cent per annum has been declared on the 4% Cumulative Preferred Stock of McColl-Frontenac Oil Company Limited for the quarter ending June 30th, 1952, payable July 19th, 1952, to shareholders of record at the close of business on June 30th, 1952.

By Order of the Board.

FRED HUNT, F.C.I.S., Secretary.

PORTS OF CALL

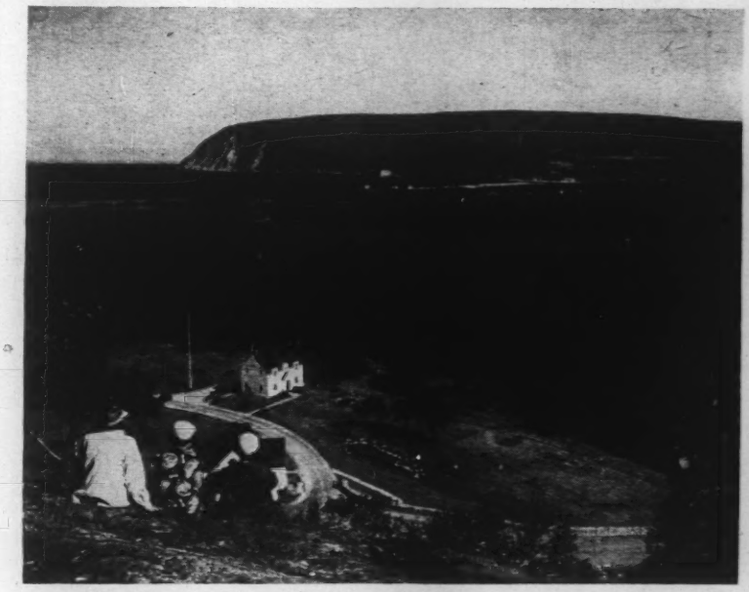
AT SUMMERTIME-BY-THE-SEA

by Dal Warrington

EACH YEAR a larger number of visitors arrives in Nova Scotia, an influx made up both of newcomers and those who have been there before. Many come because they love the sea and tides and fishing coves, and things historic. And there are many other reasons.

More than 350,000 Canadians and Americans visited Nova Scotia last summer, and prospects are good for an even larger number this season. Until a few years ago U.S. tourists made up the bulk of the annual holiday trek to "Canada's Ocean Playground," but since the war there has been a change.

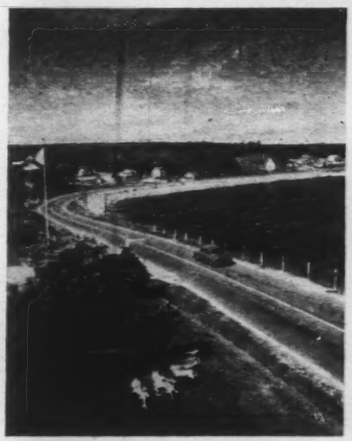
Perhaps Canadians are coming to realize the vacation attractions of their own country to a greater extent. At any rate the number of visitors to Nova Scotia from other Canadian provinces has increased more rapidly than the total tourist traffic. Last year, for example, visitors from Ontario were more than double the number in 1947.



ALONG THE CABOT TRAIL OVERLOOKING INGONISH BAY

THE PROVINCE is a pleasant place for the motorist. Highways are among the best in the country. True, there are no super expressways because they aren't needed. Traffic generally is uncongested except in the vicinity of the larger cities and towns. But all main through highways and many of the more heavily travelled secondary routes are paved and maintenance crews keep them in good condition. In addition there are thousands of miles of good gravel roads.

Every part of the peninsula and Cape Breton Island may be reached by highway. The principal road entrance to Nova Scotia is via Route 2 across the Isthmus of Chignecto to Amherst, but there are ferry services from Saint John, NB, to Digby, from Wood Island, PEI, to Carriboo, from Boston, Mass., to Yarmouth, and from Port aux Basques, Nfld., to North Sydney.



THE LOVELY SOUTH SHORE

Most spectacular highway from a scenic standpoint is the famous Cabot Trail circling northern Cape Breton and traversing Cape Breton Highlands National Park. It offers breath-taking views of mountains, wooded glens and rugged Atlantic coastline.

One thing that brings many visitors to Nova Scotia is the abundance of fish foods. Lobsters are a favorite treat with many, and the long peninsula is the world's greatest lobster country. Furthermore, imaginations are fired by thoughts of the Annual Lobster Carnival held each year at Scottish Pictou on Northumberland Strait. The old hillside town is thronged with fishermen in for the lobster boat races held in the harbor, and the aroma of cooked lobster permeates the air. Every home and restaurant and hot dog stand is selling lobster that day, so it seems, and every visitor who has hungered for lobster is happy once more.

—Photos courtesy Nova Scotia Bureau of Information

PEGGY'S COVE IS FOR ARTISTS AND PHOTOGRAPHERS

MID-JULY in Nova Scotia sees cars heading for Antigonish, the college town among the trees, as Scottish as the kilt. There the Highland Games are staged and reservations at the local hotels are made far ahead, for everyone goes to see the clans in Highland array, their athletes in keen competition. The tossing of the caber is an event not seen in many places outside of Scotland, but it is nothing new at Antigonish.

At St. Ann, Cape Breton, the Gaelic Mod and Highland Gathering has a three-day run, and the most ambitious Scot is satisfied at the finish. The Mod is staged on a beautiful hillside above St. Ann Bay, and

CONTINUED ON PAGE 27

F. L. ABEL, mgr.
Season: June - September

Excellent golf on one of the world's most picturesque courses . . .

Warm salt-water bathing in the magnificent Manoir pool . . .

Riding, tennis, fishing—sports for the active, plenty of fun for spectators!

MAKE YOUR RESERVATIONS EARLY!
Rates from $16 per day with meals.

For further information, consult your travel agent or

CANADA STEAMSHIP LINES
759 Victoria Square — Montreal

By Appointment
Gin Distillers to the late King George VI
Booth's Distilleries Limited

BOOTH'S
HOUSE OF LORDS
Finest
DRY GIN
Definitely Superior!
BOOTH'S DISTILLERIES LTD. LONDON, ENGLAND

RB-9R

Cotton in a gypsy mood

Bold brilliance of colors . . . gaiety of design create a gypsy playdress. Accompanied by a flowing stole to throw across your sun-tanned shoulders. From our collection of colorful casuals in the Summer Shop, Fashion Floor, The Third.

SIMPSON'S STORES AND ORDER OFFICES SERVE CANADIANS FROM COAST TO COAST

FILMS

ONE MORE SERMON

by Mary Lowrey Ross

"THE SNIPER" is a "sleeper" which mean in trade language a film that turned out to be a good deal better than anyone had reason to expect. Within this modest category it does very well and I think you will find it more interesting than the other Grade B's in A clothing that are currently on view.

The sniper (Arthur Franz) in this case is a sharpshooting sex pervert, and his specialty lies in sniping, usually successfully, at unfortunate brunettes who remind him of his mother. The picture follows closely the tradition established by "M", and while it lacks the heartshaking quality of the Fritz Lang classic it is still absorbing enough to compel attention, even when it wanders off into psychiatric theory about compulsions and the mother-image — inevitably perhaps, since Hollywood too has its compulsions.

"Will' nicht; muss," cried the wretched Düsseldorf murderer in "M". The hero of "The Sniper" is in the same terrible predicament. The film makes the point that society must undertake either to cure its perverts or confine them permanently, and it insists on this so emphatically that at times it is in danger of turning a thriller into a thesis. To paraphrase Dr. Johnson once more, a movie preaching is like a dog standing on its hind legs. In this case, however, the lesson is important enough to justify its being made under any circumstance.

Arthur Franz, a newcomer, gives a good harassing performance as the sniper and the picture also employs Marie Windsor as his first victim and Adolf Menjou as the worried chief of police responsible for finding the perpetrator before any more unfortunate ladies are struck down. The picture was filmed largely in the streets of San Francisco which with its picturesque variety of levels is unusually well adapted to this type of chase-and-capture pattern.

THE ITALIAN film "Tomorow is Too Late" also has a message—the necessity of supplying sex-instruction to children at an early age. In this case, however, the message turned out to be a good deal more commendable than the film itself.

The youthful heroine here is charming Pier Angeli and I'm afraid that if this picture had been made in Hollywood rather than in Italy most of us would have raised cries of anguish at the misuse of a vivid and sensitive talent. Pier Angeli's talent to be sure is as interesting as ever in itself, but it is almost overwhelmed here by a turgid plot and unimaginative direction.

The story concerns itself with a group of teenagers whose natural curiosity about sex and life is interpreted by a group of singularly obtuse adults as prurience and precocious immorality. Two of the adolescents (Pier Angeli and Gino Leurini) are

shyly in love, and when a wild storm compels them to spend an innocent night together in an abandoned church, the violent reproaches of the camp directress drive the girl to attempted suicide—a catastrophe that is brought on less by events than by the film's ponderous and insistent direction.

The adolescents portrayed here are an engaging lot, for Italian youngsters appear to have their own volatile talent independent of direction. But the grown-ups, with the exception of two enlightened teachers, are relentlessly displayed as stupid, vulgar, vicious, or all three. It is this overreaching and emphasis that turns a promising study in adolescent love into a rather dreary exercise in visual education.

The film gains a certain amount of interest through the presence of Vittorio de Sica, cast here as one of the sympathetic teachers. Mr. de Sica, who was responsible for "The Bicycle Thief" is now one of Italy's most interesting directors, but it is clear that he had little or nothing to say about the handling of this one.

"CLASH BY NIGHT", a screen adaptation of a play by Clifford Odets, has nothing very much to say either, but it takes just as serious a tone as though it had. For a considerable stretch at the opening it has you wondering whether you are about to see a drama of human emotion or a documentary of the West Coast fishing industry. However, Barbara Stanwyck strides in presently, belligerent in a trench coat, and the film settles down to a prolonged jog-trot of predictable melodramatics.

The clash by night occurs when the heroine, married to a good, honest fisherman (Paul Douglas) takes up with a drunken and cynical motion picture projectionist (Robert Ryan). Before this encounter, and indeed during and after it, the film is a dull business which mistakes stridency for drama and tries to create mood out of empty portentousness. The characters don't exchange dialogue; they deliver lines, and the lines themselves, even in casual moments, have a tone of tinny theatricality.

It is quite possible that Clifford Odets' play has deteriorated to some extent at the hands of the screen-adapters—the dubiously happy ending was obviously tacked on. However, the overall sententiousness appears to belong to the original drama; and while Barbara Stanwyck has her own competence, she is not an actress capable of redeeming the obvious by any subtleties of her own.

The much-publicized Marilyn Monroe is present here as a fish-cannery employee. She photographs attractively and bounces about with a vigor that, at this stage, and particularly in this picture, is a reasonable substitute for acting.

THERE IS very little of the tongue-in-cheek attitude discoverable in "This Woman is Dangerous" starring Joan Crawford. But there is rarely anything flippant about Joan Crawford, who never threw away a line in her life and tends to invoke her deepest chest-tones for her lightest utterance.

AT SUMMERTIME

CONTINUED FROM PAGE 25

the slope seems alive with the tartan as the dancers gather and the pipe music begins. It's a full program of piping contests, dancing competitions, Gaelic singing and old-time fiddling. Some famous chieftain from the Old Country is always there, and the speeches, ye ken, are gr-r-rand to hear.

Another reason for visitors is Nova Scotia's salt water angling—the finest bluefin tuna fishing in the world. These heavyweights of the ocean feed around the shores of the province from the beginning of July until late October. They take a baited hook readily, and the fight that follows is the sort of sport that thousands crave. Each year more amateurs take up the game. Each year there are more visitors attending the International Tuna Cup Matches, held at Wedgeport, about the middle of September.

Some visitors have said that half the people of Nova Scotia are fishermen. Five thousand miles of shore line help out the idea. Dories and motor boats seem numberless, and fishing nets drying in the sun appear a part of the landscape. Veterans of sailing ship days may still be found in sunny corners, dreaming of the past or whittling models of ancient four-masters. Such atmosphere has appeal for many people and it is small wonder that so many visitors come to Nova Scotia in September to attend the Fisheries Exhibition and Fishermen's Reunion at old Lunenburg. This quaint Hanoverian town is sited on a hill between front and back harbors, as salty as the sea itself. Internationally famed as the home port of the champion schooner, "Bluenose", its hilly streets are known and remembered by tens of thousands.

Fall Fairs are still another reason for the steady increase in visitors to the province. The handcraft exhibits interest those who do not know Nova Scotia. Then there are the "ox pulls," so different from other Fair attractions.

All in all, Nova Scotia has retained more of the old world speech, habits and traditions of her people than any other province. The burr of the Scottish Highlands, the soft vowels of the descendants of settlers from Carolina, the sprightly language of France, the guttural speech of the Hanoverians and the clipped accents brought long ago from English shires, are distinctive. Added to this flavor are games and festivals, tied to ancestral tradtions, that provide colorful overtones to a Nova Scotia holiday.

AT THE CANADIAN DELIVERED PRICE

Buy your new AUSTIN A-40 Somerset in the usual way in Canada. Your dealer will explain in detail and arrange trade-in and terms.

When you land in England your brand new car, complete and ready for the road, will be waiting for you at the closest AUSTIN dealer.

When you return to Canada your car will follow at no extra shipping costs.

For further details contact today, your local Austin dealer or The Austin Motor Company (Canada) Limited, 737 Church Street, Toronto.

Preferred in Select Company
for more than two centuries
The colorful costumes have disappeared, but a touch of the gracious living that characterized the House of Stuart was retained for future generations when the Gentlemen Adventurers in 1701 shipped a Scotch whisky to the new world of such choice quality that it became known as the best procurable.
C-3
Hudson's Bay
Best Procurable
Scotch Whisky

ORDER YOUR BOOKS
FROM
BURNILL'S BOOKSHOP
100 Yonge Street, Toronto 1
MAIL ORDERS POSTPAID

NO LUCK finding a publisher?
We are established book publishers whose basic policy is to encourage new or unknown authors. If you are looking for a publisher of your scholarly work, novel, play, poetry, etc., perhaps we can help you. Write today to Sidney York for Free Booklet SY.
VANTAGE PRESS, INC., 230 W. 41 St., N.Y. 36
In Calif.: 6356 Hollywood Blvd., Hollywood 28.

BRANKSOME HALL
A Residential and Day School for Girls
10 ELM AVENUE, TORONTO
Junior and Honour Matriculation
also
Junior School — Art — Music — Home Economics — Secretarial Course — Swimming Pool — Skiing at School Farm comprising 50 acres — Skating. Toronto property consists of eight buildings and 10 acres of land. Modern class-rooms.
Fall term commences September 4th. Early Registration necessary.
For illustrated calendar write the Principal
MISS EDITH M. READ, M.A., LL.D.

STUDY AT HOME FOR A DEGREE
Postal courses for London University Degrees B.A., B.Sc., B.D., B.Sc. Econ. Established in 1894. Wolsey Hall has a record of over 12,500 successes. Fees moderate. Information from Dept. OS-20.
WOLSEY HALL, HAMILTON, ONT.

THE SAFE ENCLOSURE FOR ALL MESSAGES
BARBER-ELLIS ENVELOPES
A SIZE AND STYLE . . . . . FOR EVERY PURPOSE
BARBER·ELLIS
ALL CANADIAN COAST TO COAST

the CHANTECLER
"ONE OF CANADA'S OUTSTANDING RESORT HOTELS"
Ste-Adèle-en-haut, Québec
45 MILES NORTH OF MONTREAL
Open 365 days of the year to 150 guests
A. THOMPSON
E. A. MARIN

BOOK REVIEWS

SAGA OF THE STEEL ROAD

TOWARDS THE LAST SPIKE—by E. J. Pratt—*Macmillan—$2.00.*

by B. K. Sandwell

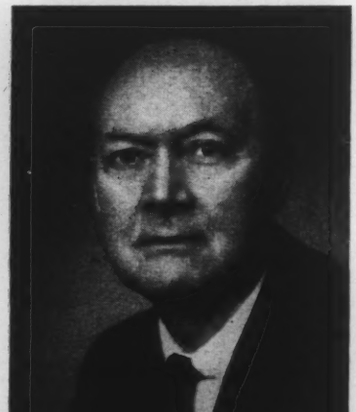
HISTORY is words, not events. It is not the things that happened, it is the image of them formed by the artist—in words, in pictures, in statues, in music, in any of the forms by which images are conveyed. The event is lost to history if the image of it is lost. The statesman is incomplete without his biographer. (Canadian statesmen are terribly incomplete!) And the age is incomplete without its poet.

Canada's past has always needed a poet. Our French fellow-citizens with their impassioned sense of their struggle and their destiny have been far better off than the English-language majority in this matter, ever since Garneau breathed into their short and simple annals the breath of an independent patriotic fervor. The past of English-speaking Canada has been told hitherto in the baldest of prosaic prose. Yet the one Canadian poet writing in English who has a sense of the drama of history picked for his first historic poem of Canada a French event—the martyrdom of Brébeuf.

Well "Ned" Pratt is making up for it now. It is Scottish, English and Dutch names for the most part that fill the saga of the out-thrust of Canada across the continent to the Pacific and the piercing of the Rocky Mountains with a road of steel whose "Last Spike" at Craigellachie is one of the world's most famous and enduring monuments. And in this mighty poem that saga is told with the symphonic resources of the full orchestra, with the spotlights on each of the chief players in turn, with the undertone of a continent in the making and a new nation striving to be born. For those were epic times, and the destinies of millions of square miles were being settled by epic men; and Ned Pratt is the first artist to paint them in their epic garb.

The age of the great railway builders is gone. It ended really before 1900. No poet will make a poem out of Mackenzie and Mann. There are no more unravished lands to be possessed for the conquest of a mountain pass and the boring of a tunnel. Without the railway, as Pratt makes vividly clear, British Columbia would have become an appendage of California, so much were the scales of destiny poised for the turning of a hair. The quality of an event in history is determined by the consequences that flow from it, and the consequences that flow from the linking up of British Columbia with Quebec by a railway on what was then termed "British" soil are and will be immeasurable. It is this sense of vast issues, and the poet's power of communicating it to his readers, that make of "The Last Spike" an important contribution to Canadian historiography.

There is no need to discuss here Pratt's technique, his mastery of the evocative phrase, the sonorous rumble of his metre. Examples of it appear elsewhere in this issue, in passages which show his descriptive power at its best. The great thing is that here is a skilled and honest artist working at a noble Canadian subject, and showing that, big as it is, it is not too big for him.



—Randolph Macdonald Eatons
E. J. PRATT

By the Red River

THE STRANGE BRIGADE—by John Jennings—*McClelland & Stewart—$4.00.*

by Franklin Davey McDowell

THE AUTHORSHIP of John Jennings assures the lover of historical romances that here is a stirring, quick-moving story. Such well-remembered tales as "The Salem Frigate" and "Next to Valour," which first appeared serially in big U.S. magazines, showed that he has devised a formula and vividness of presentation that captures reader interest.

"The Strange Brigade" is no exception to his other romances, except that the scene is laid in the Canadian West in the first decade of the 19th Century when the big fur companies were locked in a deadly struggle for the fur-trade. It was then, with the support of the Hudson's Bay Co., the Earl of Selkirk conceived the idea of founding the Red River Settlement, at the Forks of the Red River, near where the City of Winnipeg now stands.

Mr. Jennings dramatically opens his story in a Highland inn where Scottish crofters gathered to discuss their eviction by heartless landlords. Here we also meet young Malcolm MacAllister, an itinerant schoolmaster, Dominie Alec MacLean, Lord Selkirk, Colin Robertson, his agent, and hear of Andy Ross, another giant Scots-Canadian youth. Soon the Northwesterners enter the scene but their menace is shoved into the background as the incredible hardships of the voyage to Hudson Bay are accentuated by a dishonest ship's captain.

The pace of misfortune is accelerated on the long, dangerous trip overland to the Forks and, finally, the settlers are victims of the Nor'western feud, an unprovoked attack that wrote a dark page of the plains' history. With a skill that marked his former works, Mr. Jennings has made the most of this dramatic setting and the book should prove a popular one.

From the Crucible

JOURNEY WITH STRANGERS—by R. C. Hutchinson—*Clarke, Irwin—$4.75.*

by John L. Watson

THIS is a story of the conquest of Poland, first by the Germans then by the Russians. Specifically it is the story of the Kolbecks, a family of Polish aristocrats in whom reaction, snobbery and narrow nationalism are mingled with patriotism, fortitude and a profound sense of duty. The chronicle of their misfortunes is told by Stephanie, the foundling who married Casimir Kolbeck and then, having been deserted by her husband, becomes the wife of his brother Victor.

When the great Kolbeck estate of Setory is occupied by Nazi soldiers the family is forced into manual labor under the watchful eyes of the Supermen; when the Russians take over, the family is deported *en masse* to Siberia. Here Stephanie finds her husband whom she believed to have been killed in the first days of the German invasion. She tries to nurse him back to health but he dies just as the family reaches the safety of a refugee camp in the Middle East. Stephanie, her daughter Annette, and Annette's child, Paul, survive the ordeal but only the child is untouched by the recollection of terror and hardship.

Though it is based on history — perhaps on many hundreds of private histories—"Journey with Strangers" is essentially a story of universal human agony, an illustration of the redemptive power of suffering. It is only through suffering—through degradation and humiliation and torture—that the Kolbecks are able to become a part of the common stream of humanity.

This is an extraordinarily moving book, written with great perception and infinite pity, weaving a noble theme out of ignoble circumstances and creating characters who glow with life and passion in the scorching crucible of suffering. It is a far cry from Mr. Hutchinson's facile best-sellers. Obviously the subject matter lies well outside the area of the author's own experience; it hasn't the

authentic and unmistakable stamp of personal recollection. Nonetheless it is a superbly dramatic and affecting account of a desperate pilgrimage in which the spirit journeyed at least as far as the flesh.

Hope for the Beast

MAN INTO WOLF—by Robert Eisler—*British Book Service*—$4.25.

by Melwyn Breen

ROBERT EISLER was a Viennese anthropologist whose brilliant career came to a close in England in 1949, where he had fled after his release from Buchenwald. This book is the amplification of a lecture delivered at a meeting of the Royal Society of Medicine. The text of the lecture is given at the beginning and then the remainder of the book is devoted to the notes collected in preparing the lecture. Contained in both lecture and notes are some illuminating but grim revelations of the anthropological origins and meaning of masochism, sadism and lycanthropy: the "were-wolf" legends and superstitions.

The book is, of course, a quite technical one but is fascinating reading for the amateur anthropologist as well as the professional. And embedded in the lecture is Eisler's intriguing belief that evidence points to a time in man's history when there was a state of innocence—inherited by certain tribes still existing who are not carnivorous, know nothing about war or murder and live peaceful vegetarian lives. According to his theory, the transition of "man into wolf," celebrated in legend and characteristic of certain types of insanity and perhaps evinced in the kind of activity that resulted in Buchenwald and Dachau is a reflection of man's fall, i.e., his transition from a peaceable vegetarian to a carnivorous and aggressive animal. The anthropological data he musters in support of his theory is highly convincing. His conclusion is that perhaps there may come a time when we will return to a state of innocence, when all tendencies towards murder, destruction, cruelty and warfare will have disappeared.

There is one touching personal note amidst Dr. Eisler's scientific marshalling of anthropological data. He says in the lecture when talking about sadism that he always had believed the rumors that the Germans impaled children on bayonets in World War I were false. He adds, "I know differently now."

Writers & Writing

MRS. JAMES STEWART (Sophie) of Canadian writing - family, Livesay, is moving from Newtown Arts, Ireland, where her husband has been principal of Technical School, to Belfast. He will head Commerce Department, Queen's University. Mr. Stewart, M.A. Trinity College, Dublin, is an Honorary Secretary of the British Association—meeting Belfast, September.

FLORENCE RANDALL LIVESAY, Sophie's mother, author "Songs of Ukraina", "Savour of Salt", "Shepherd's Purse", writes from Toronto.

DOROTHY, sister of Sophie, top-ranking Canadian poet, writes and broadcasts from Vancouver, where she has lived since her marriage: had a short story on air recently; also on "Critically Speaking". (Note in passing: From photograph of her son, Peter, we'd say he resembles his grandfather, late J. F. B. Livesay, Head Canadian Press.)

■ *The Saturday Review* with "Report from Canada" leaves a reader with mixed feelings. Must realize we are lucky little people to be noticed at all—even when a visitor is only saying: "My—what a big girl you're getting to be!" That's what you must remember every time an American publication features Canada.

This time, material is, mostly, by Canadians with a few American eye-sweepings.

■ "Canada & the World", by B. K. SANDWELL, we consider best thing in Report from Canada *Saturday Review*. *Could* be prejudiced—but we are being severe and—objective and—don't think we *are* biased.

■ Personals and Houses Available column in *Review* are fun: offer Century-old Vermont Stone House, secluded farm house with swimming to get away from it all and operate an Inn — if you're writer-type wanting Inn. Ghostwriting is advertised—honestly and above-board: Ad: "Going Places Luggage Laden? Arrive safely in luxurious Chrysler". But—how do you start out and why take manuscripts that far from home?

■ DESMOND PACEY, in article "Two Accents, One Voice", same *Review*, winds up:

"Divided by racial, religious, and geographic barriers, beset by imported books and magazines, irked by low rates of pay and bedeviled by over-cautious publishers, they (writers) go on writing because they feel that Canada's future is certain to be greater than her past, and that to have helped to build that future will some day be accounted no mean honor".

May be true. Did you ever hear the story of the little boy who won a prize and attention of Mr. George Bernard Shaw for his letter stating: "Why" he wrote a poem?

"Why do we writers write, Mr. Shaw? Why does a bird sing or an apple fall off a tree?"

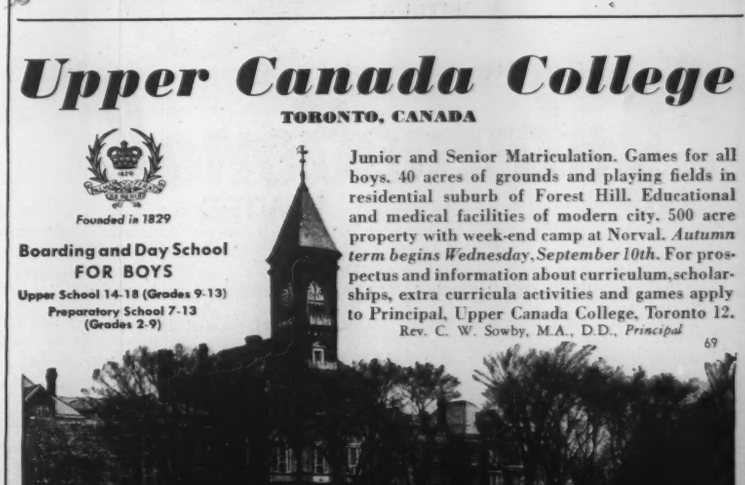
There lives a Canadian publisher who did not publish a book by a Canadian because he felt the writer was overly cautious. (He likes writers to go overboard when they tell a story—but wouldn't he be surprised if they did?)

■ FRANCES STELLA LEYLAND recently married PAUL CAMPION CONOVER. Frances, formerly on staff of *Toronto Star Weekly*, is now with Gages, text book publishers. She becomes daughter-in-law of DORA SMITH CONOVER, article writer-playwright; for years "Janet Jean,", formerly of *Canadian Countryman*, now merged with *Farmer's Advocate*.

Only sister of young Mrs. Conover is married to one of the writing McArthurs, grandson of "Peter" of humorous fame.

—*Rica*

It's much more fun
the
FURNESS WAY...
To BERMUDA on the "QUEEN of BERMUDA"
Regular weekly sailings. Every room with private bath. Stay in Bermuda as long as you wish. Round trip steamer fare, $125 up.
SPECIAL CRUISES on the "OCEAN MONARCH"
Every room outside with private bath
TO BERMUDA and NASSAU—Furness' famous "Triangle Cruises." Seven exciting days . . . all the fun of a gay cruise life with a day ashore at each of these outstanding resorts. $175 up.
July 19
All sailings from New York
Ask Your Travel Agent
FURNESS LINES
315 St. Sacrament St., Montreal


Upper Canada College
TORONTO, CANADA
Founded in 1829
Boarding and Day School
FOR BOYS
Upper School 14-18 (Grades 9-13)
Preparatory School 7-13
(Grades 2-9)
Junior and Senior Matriculation. Games for all boys. 40 acres of grounds and playing fields in residential suburb of Forest Hill. Educational and medical facilities of modern city. 500 acre property with week-end camp at Norval. Autumn term begins Wednesday, September 10th. For prospectus and information about curriculum, scholarships, extra curricula activities and games apply to Principal, Upper Canada College, Toronto 12.
Rev. C. W. Sowby, M.A., D.D., Principal
69

Ontario Ladies' College
FOUNDED 1874 • WHITBY, ONTARIO
A Residential and Day School for Girls, near Toronto, offering Elementary School to Senior Matriculation. Music, Art, Household Science (dietetics), Secretarial Science, Speech Arts and Drama. Valuable entrance scholarships. Prospectus on request.
REV. S. L. OSBORNE, B.A., B.D., Mus. D., Principal

"VIA THE "International" LIMITED

For business or pleasure, travel in comfort and style on the fast, dependable International Limited. For more than 50 years it's been the reliable, all-weather route serving Montreal, Cornwall, Brockville, Kingston, Belleville, Port Hope, Oshawa, Toronto, Hamilton, Brantford, London, Sarnia, Windsor, Detroit, Chicago. (*Pool service Montreal - Toronto only).

You'll relax in modern coaches, sleepers, duplex-roomette or luxurious bedroom-buffet-lounge cars as you speed over the double-track roadbed... automatic block signals all the way. You'll arrive relaxed and refreshed.

TRAVEL GIFT CERTIFICATE

Canadian National now offers an attractive Gift Certificate covering Train Travel anywhere... to any rail destination... for any amount you wish ... on sale at all Canadian National ticket offices. Easy to buy, easy to use. A gift that's sure to please.

CANADIAN NATIONAL

THE ONLY RAILWAY SERVING ALL TEN PROVINCES

NEW REVOLUTION IN TURKEY

CONTINUED FROM PAGE 10

When the Turkish peasant makes some extra money he usually buys more land or invests in some gold ornaments for his wife. But here and there one sees other signs of increased wealth in new bicycles, sewing machines and mud houses improved by the addition of windows in their previous blank walls, new roofs and a coat of white plaster over the mud-brick exterior. More villages will be getting electricity as the new dams and power plants now being built with American help come into operation.

The new roads everywhere are bringing the villagers into closer contact with the towns and making it easier for them to market their produce. Previously many parts of Turkey were among the most inaccessible in the Near East. In Eastern Anatolia, villages would be cut off for many weeks in the winter by deep snow. Now new roads and snowploughs have rescued them from their isolation.

THE ROADS are also bringing to light treasures of natural and historic beauty in Turkey hitherto known only to adventurous travellers with plenty of time to spare. The Mediterranean and Aegean coasts especially are still a virtually untouched tourists' paradise where the profuse and splendid remains of Classical cities, Byzantine churches, Crusader and Saracen castles and graceful mosques are set in a fittingly majestic landscape.

All these changes are not without their hazards. The Turks are not on the whole a people of great intellectual or artistic gifts. Their strength lies rather in an instinctive sense of social solidarity, a stability which other races, such as the Greeks, the Armenians or the Arabs, are too imaginative and individualistic to achieve. A realistic single-mindedness is the counterpart of their lack of subtlety.

Most of the people of modern Turkey have hitherto been poor and there have been few really rich. The country has been free of the glaring contrasts of luxury and misery so often encountered in the East. It would be a pity if this healthy balance were to be too severely upset by the present increase in national wealth and if the class jealousies of Western society were to destroy Turkey's most priceless asset of national morale.

No one can grudge the Turkish peasant any easing of his life of hardship but surely if there is one lesson the West can pass on together with its machine it is that the pursuit of riches does not always mean the pursuit of happiness.

A MILITARY revolution has been carried out here, too, since the U.S. took Turkey under the shelter of the Truman Doctrine in 1947. The aid poured in by the Americans has been a more spectacular success than in any other country. With the tactful assistance of a 1,300-man American military mission the antiquated Turkish Army has been reorganized, re-equipped and re-trained into a powerful modern fighting machine.

With this and the road-building program the army has been changed from a static defence force to a mobile force capable of rapid counter-attack and fluid tactics. Six armored brigades are equipped with American tanks, and there are airborne troops and modern anti-tank and field artillery.

With its need for trained mechanics this modern equipment has also helped to force the technical revolution. 30,000 Turks trained by the Americans, some in the U.S., will become instructors for their fellows. Though the Turks are not particularly gifted for mechanical things, there is no doubt that machinery has caught their imagination. There is even a song in the army, the lament of a recruit who was posted to a unit still using horses instead of trucks!

"MY BANK" TO A MILLION CANADIANS

B of M Canada's First Bank

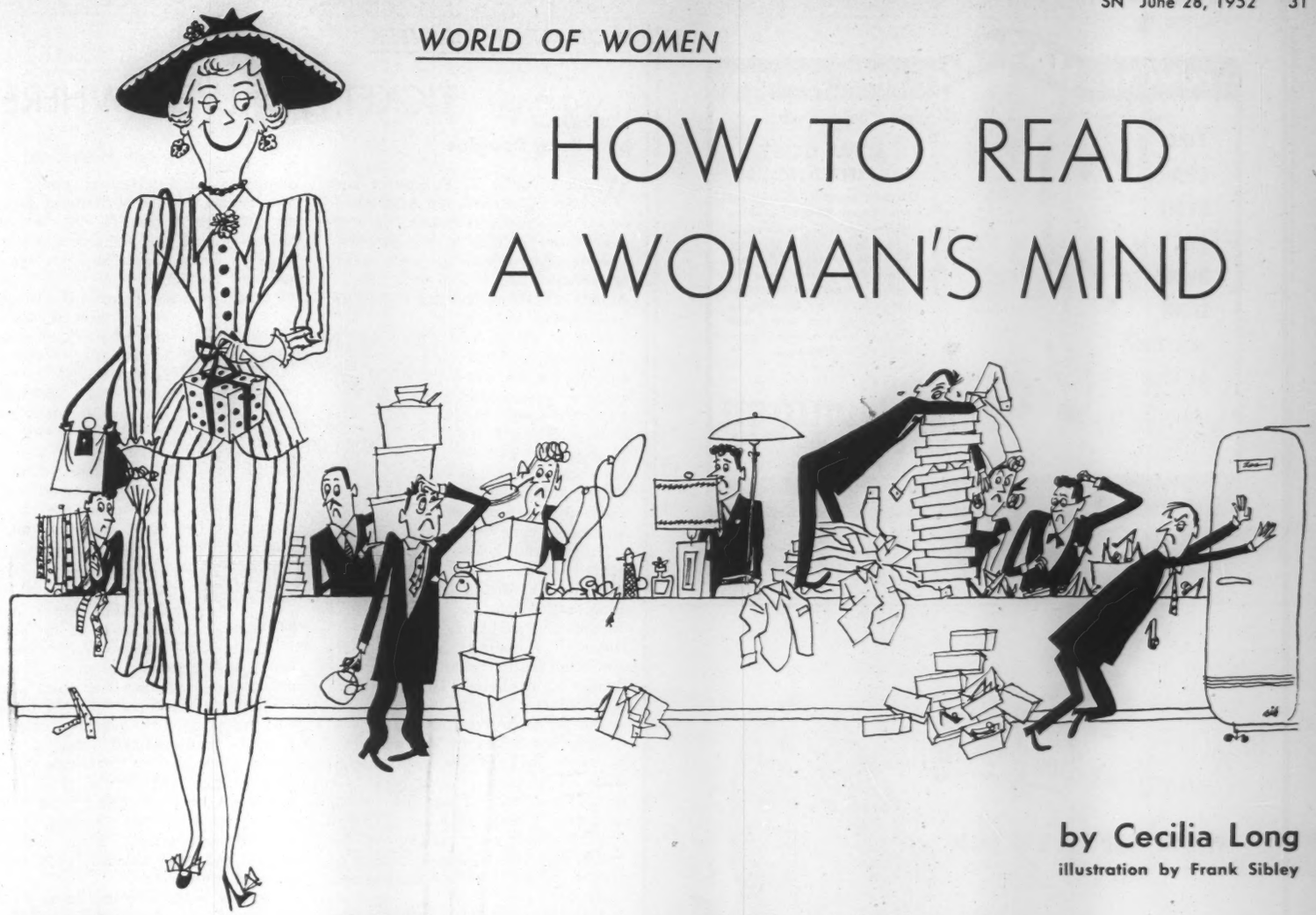
BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

AD 101

WORLD OF WOMEN

HOW TO READ A WOMAN'S MIND



by Cecilia Long

illustration by Frank Sibley

THAT FAMILIAR PHRASE which cautions "Never Underestimate the Power of a Woman" not only finds women in agreement, but a majority of men as well.

Big business recognizes that the most lasting and basic influence of women is in the home. So, today, more and more advertising for goods and services is being directed to women—and, at the same time, more attention is being paid to the so-called "mysterious mind of a woman." You can be sure there's a good reason!

Today's woman goes to college and spends Dad's money. She holds a job and spends her own money. She marries a man and spends his money. It is hard to think of an article of merchandise that is not purchased for, or by, a woman.

And that is why all sorts of men with all sorts of purposes in mind wish they could understand women. Whether they are trying to make time with the lady of their affections, or trying to sell electrical appliances, crockery, or perfume . . . or even trying to select a Christmas gift for a rich and heirless aunt . . . they always seem to bump up against the intangible feminine element. They call it female psychology and insist that it's baffling, bewildering and bemusing.

Manufacturers and retailers with things to sell are deeply concerned with so-called female psychology. Some are baffled or worried by the prospect of "getting around" women. They seem to feel they have to deal with vague, mysterious factors.

There is nothing baffling about the way women think. They simply subscribe to the theory that if you have a system that works — follow it. You might call it the "feminine way." Because women get there so fast, a man will call their mental flight to a conclusion any one of a number of things, according to his mood. He might call it "instinct," "seventh sense," or "leaping to conclusions." It seldom occurs to him that her conclusion is identical to the one he arrived at with the aid of long division, an electronic theory, or two, and a bit of Boyle's law.

Let me illustrate this "feminine way." A young couple of my acquaintance have some friends they telephone only now and again. Their telephone number has an exchange there is no point in my mentioning here, but the number itself is 1750. Mrs. X never has any trouble remembering that number for this reason: It's 1763 (a date which no good Canadian ever forgets), minus 13 (she was married October 13). Whenever she telephones her friends, Mrs. X simply does a bit of hasty subtraction and she has the number.

Her husband can't comprehend why his wife goes through this process every time. He looks the number up in the telephone book — it's one of those names with 14 spellings like MacEachern—and it's quite a chore. But he still can't figure out why his wife would rather subtract 13 from 1763. Mr. X wishes he could understand women!

Women are fans of advertising and are closer readers of advertisements than men. Starch Survey* readership figures for magazines bear this out. Men tend not to read women's advertisements, but women tend to read men's advertisements—so the averages for an issue as a whole usually show women to an advantage.

It pays to give a woman information on how to use a product better (for example, her love of recipes is well known). It's the way to higher readership for publications and better results for advertisers. It's a fact, too, that few women would want a newspaper without department and chain store advertisements. Advertisements frequently attract more feminine attention than editorial matter or comics. A check of department-store advertisements shows the women median readership 50 per cent higher than that of men. In local advertising they score 15 per cent better.

WOMEN HAVE A NATURAL INTEREST in promotion and merchandising, too. Their window-shopping habits testify to this. A man will not window-shop just to see what is new. At most, he will go to a specific window to look at a particular article. But to window-shop for window-shopping's sake just isn't his dish!

To be sure, a man will shop around and compare values in his business, or when buying real estate and the like. But this is not true of his personal buying. Women are so anxious to get their money's worth, they compare values just to see what *is* the best—and they read advertisements the same way.

What happens when a woman has time on her hands before keeping a downtown appointment? She goes window-shopping, she browses through the stores—and she loves it! She is interested in what's new and different. She may buy nothing at the time but she has nevertheless, exposed herself to certain merchandise. A sale, at some future date, is frequently the result.

What does a man do under similar circumstances? He buys a paper, goes to a cocktail lounge and waits in comfort. Literally, he "kills time." When it comes to shopping, no doubt about it, men are the weaker sex. CONTINUED ON PAGE 33

CECILIA LONG *is Account Executive with a well-known advertising agency; immediate past-pres. Zonta Club, Toronto; a past-pres. and hon. director, Women's Advertising Club, Toronto; vice-pres. Federation of Canadian Advertising and Sales Clubs.*

**The Starch Readership Survey measures reader interest.*

COME TO NASSAU . . . THIS SUMMER!

You can even get away from yourself at the

ENJOY A LOW COST ALL-EXPENSE VACATION

Luxury, economy and an international cuisine combine to give you the vacation of your life at the fabulous Fort Montagu Beach Hotel. Your travel agent has a wide variety of complete vacation packages by air, by ship, by rail . . . see him today and be sure your vacation headquarters in Nassau is . . .

Fort Montagu BEACH HOTEL

N. Y. Office, 255 W. 36th St., WI 7-7397

The INTERNATIONAL Hotel of Nassau!

Canadians love friendly

NEW BRUNSWICK Canada

Everyone has a good time in this romantic 'summerland-beside-the-sea'. If you haven't discovered the wonders of this picturesque land of legend — we invite you to visit with us this year. Here's fun for the whole family.

Unspoiled in its natural beauty . . . reaching out south of the Gaspé to the sea, it is a land filled with beauty, happiness and unforgettable charm. A land populated with friendly people who will give you a warm neighbourly welcome.

There's a tang in the air beside the sea that acts like a magic tonic. You feel it wherever you go. The clear, bright days are followed by cool, refreshing sea-air conditioned nights that give you that 'it's good to be alive' feeling!

New Brunswick has hundreds of miles of broad, smooth paved highways . . . and excellent hotel and tourist accommodation! For the summer time of your life . . . visit New Brunswick this year!

Write for free booklets

Fill in this coupon and mail it to:

The Director, Dept. SN52-3
New Brunswick Travel Bureau,
Fredericton, N.B.

Name .....

Address .....

City ..... Prov. .....

NEW BRUNSWICK travel bureau

Land of nature's intriguing oddities

Magnetic Hill
Reversing Falls
Tidal Bore
The Wells in the Rocks
The Covered Bridges

NBS2-6C

WOMAN OF THE WEEK

TICKET TO EVERYWHERE

by Gilean Douglas

WHEN you're in Vancouver and booking seawise for Australia—or for way-points Honolulu, Suva or Auckland—you'll do it through a tall, smartly-tailored woman with warm brown eyes and a cool wit. This is Audrey Dickinson of the Canadian-Australasian Line, who is in charge of all passenger bookings for the SS. *Aorangi* — pronounced every conceivable way, including "orange" — which has been affectionately considered a Vancouver institution for many years.

Audrey Dickinson

Laughs and headaches jostle each other in the Australasian office of the Canadian Pacific building, especially now that tourist trade with the Antipodes is increasing. There are husbands chasing wives and wives chasing husbands. Many Australian and New Zealand war brides are sweeping their husbands back to the girls' homes, while the parents of other brides are coming out here to see their happy daughters. Because they can get away from England more quickly by the Pacific than the Atlantic, a number of English people travel the Australasian route.

There was also the Frenchman who booked one cabin for himself and a pretty girl who turned out not to be his wife. When told he couldn't do that he shrugged philosophically.

"*Eh bien,*" he said, "give me two cabins—but I tell you it will make no difference!"

This was in contrast to the newlyweds who had difficulty getting accommodation on a crowded run and thought their cabin might be invaded.

"If you do have to put someone in with us," requested the young bridegroom earnestly, "please make it a clergyman."

BESIDES HANDLING passages and passengers, Audrey Dickinson likes to look at a sunset while listening to Rachmaninoff's Third and she wears the most fascinating hats. She was born in Hartlepool, Durham, England and came to Vancouver with her family when she was six. After finishing high school she worked with the Soldier's Civil Re-Establishment and later went to the Canadian-Australasian Line. This service—originally called the Royal Mail—was inaugurated on June 9, 1893, with the arrival in Vancouver of the steamer *Miowera* from Australia.

But when Audrey goes holidaying herself she flies instead of floats, to save time. Sometimes she heads for Uruguay where her twin sister, Beryl, lives with her two daughters and her husband, Percival FitzHerbert. When there she divides her time between the orange-roofed FitzHerbert home in Montevideo, capitol of Uruguay, and the FitzHerbert *estancia*—"a colossal ranch"—where the bathrooms are as large as living rooms and you hunt hares by moonlight.

"Uruguay is one place in the world where women don't talk about diets and slimming," declared slim Audrey. "Perhaps that's because the food—particularly the beef — is so delicious that it's irresistible, or because South American men like women who don't rattle in their arms."

Last year she came back from South America with a white sheepskin which has the mark of the saddle cinch on it (when riding the sheepskin goes on top of the saddle and a chamois over that) plus recipes that made her listeners drool. For instance, little pancakes rolled around well-seasoned meat with cream sauce and melted cheese poured over them and then all grilled together in the oven. Other little pancakes rolled around bananas, then sugared and grilled. Black coffee, strong and with chicory, goes with these in Montevideo.

Audrey belongs to the Zonta Club in Vancouver and on shorter holidays goes to visit her brother, Tom, and his wife, Mona, who run Windemere Lodge in the Rockies. They live in one of British Columbia's most beautiful valleys, with a little green river winding through it and strange, stone "Hoodoos" on the cliffs above. Oddly enough the best view can be obtained with one foot on a tin can in the Village of Windemere's trash dump.

One reason why athletic Miss Dickinson likes both Windemere and Uruguay is because of the horses.

"When a man rode a horse up Granville Street in Vancouver recently, advertising some movie, people stopped dead to stare at such a curiosity. But in Uruguay you'll see horses everywhere and many of them, particularly the race horses, are very beautiful. The natives—such calm and friendly people they seem!—hitch their smaller, homelier beasts three to a cart. They consider it unlucky to kill them—so they turn them out on the roads to starve to death. An Englishwoman, President of the SPCA in Montevideo, suggested that a certain old horse be killed. *Asesina!* ('Assassin!') was the mildest name she was called."

■ The Registered Nurses' Association of NS gave its award this year to the tenth province—to CLARA BARNES of St. John's, Newfoundland, a graduate of Sherbrooke Hospital, Que. Winner Barnes has been attending Dalhousie School of Nursing on a scholarship from the Department of Health.

BEAUTY

SMART FOOT WORK

by Isabel Morgan

DANCING GIRLS of the East dye their feet with henna, wear rings on their toes, hang tiny bells round their ankles—all devices calculated to attract admiration to their bare feet. Fine for them, but our way is better . . . toes touched with colored lacquer, smooth unblemished skin.

Well groomed feet not only look pretty when they peep out of summer's open shoes, or bare themselves on the beach, but they add to your general comfort, well-being and attractiveness. The pedicure rates as much attention from a fastidious woman as the manicure—never more so than when feet are due to come out into public view.

If, in the words of that tattered phrase, your feet are killing you, give them this beauty treatment. Indirectly it's a beauty treatment for the face, too, because it removes the cause of tension that is reflected in lines and a tired expression—

Bathe the feet to relax them, and use a soft brush to stimulate circulation. Now try the trick used by many dancers, "contrast baths", that is first putting the feet in hot water, then putting them in cold water. Change from one temperature to the other about every ten minutes. Dry thoroughly (dampness encourages foot infections). Massage with cold cream or hand lotion up over the ankle and calf of leg. Finish with a dusting of powder and, we promise you, you will feel as though your feet have been equipped with wings, sky-blue de luxe models, equally ready for a day's shopping or a night's dancing.

If you want to be kind to your feet, and yourself, rest them during the day. Remove your shoes and elevate feet on a chair or foot of the bed. And they appreciate such extra attentions as a change of shoes and hose to relieve pressure and relax, a splash of liquid cologne, or a few light strokes of a cool cologne stick.

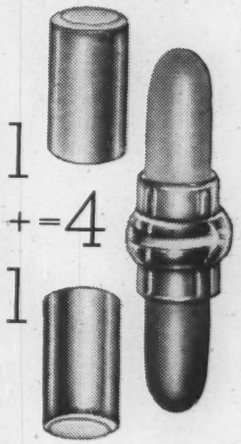
Toes in view. —Peter DeLiso

To exercise your way to foot beauty try these simple methods. They are easy to do, require little time:

Pick up a marble, pencil or similar small object 20 times with each foot. This exercise will strengthen the metatarsal area.

To strengthen arches, stand with toes extending over edge of a book or step; bend toes down as far as possible. This tends to stretch muscles on upper part of the foot and shorten the under ones. Repeat 20 times.

Elizabeth Arden



ITALIAN DUET

$1.25

Elizabeth Arden launches a brilliant new Lipstick idea . . . a single lipstick out of which four colours may be created.

Miss Arden's own exclusive Italian lipstick formula is creamy with velvety texture and just the right amount of indelibility.

- *Striking and Paradise Pink*
- *Paradise Pink and Desert Pink*
- *Victory Red and Sky Blue Pink*

Elizabeth Arden

SIMPSON'S, TORONTO

And At Smartest Shops In Every Town

DU-52A

WOMAN'S MIND

CONTINUED FROM PAGE 31

There are those who contend that men are doing substantially more of the grocery shopping in the self-service stores. They point to the fact that "a man goes to a store to buy rather than shop. He knows what he wants. If it isn't there he gets out." Which proves my point that men don't like to shop, and will dodge it when they can. There may be more men in those stores. In fact there are. But what are they doing? Either shopping to a list prepared by The Little Women, or pushing carts and carrying bags.

A woman wants facts to enable her to judge how products and services rate on a performance basis. She wants to find out if certain items will stand up to wear and tear. "Will it clean?" "Is it fade-proof?" "Will it show finger marks?" "Can it be fixed?" She's practical, she needs the answers. She needs time-savers, wife-savers, woman-savers, to successfully fill her variety of roles as mother, maid, cook, hostess, laundress, seamstress.

Most women admit they live by their emotions and, in certain purchases, buy emotionally. They admit to reading gossip columns, listening to soap operas and being interested in the lives and loves of celebrities. Isn't it because women are interested in people? Male colleagues point out that women are closer to human emotions than men. Some even insist that women are more human than men.

To understand women better keep in mind that from the time a woman marries she begins putting by for things that are going to happen — a home, babies, education for the children. Her approach to spending is to keep within her revenue. She sees details. She has to think of home, of life. She must provide. She doesn't take risks because she can't afford to.

We like to have our taste and selection approved—who doesn't? That's why "seals of approval" meet with women's approval and why post-sale material from the manufacturer is important as a follow up to back up taste and selection.

Pride of possession is stronger in women than it is in men. The proud owner of a new refrigerator can't wait to get a friend into her kitchen to show it off. She can tell her word for word all the features as advertised. She's proud of her new possession — and she talks about it!

This business of talking about her purchases ties in with a woman's enthusiasm for advertising and advertisements. What do women talk about? Food, household problems and services and their children. What do men talk about? The weather, that last golf score, taxes, the economic state of the nation and Women.

YOU'VE HEARD IT BEFORE, and it still holds, that people do not buy *things*. They buy thoughts, ideas. This is especially true of women. They admit to being emotional in certain purchases, such as fragrance and hats. There is no reason, other than the fact that the milliners thought it up first, why a woman should get her greatest lift from a new hat. It can be as true of a new dress, a new hair-do, a new piece of furniture, or a new perfume.

So here we are here, to stay, and the longest living mammal today is woman. A male writer observes, "For women to live longer than men may be the Creator's way of granting equal rights." Women, while recognizing age, do not brag about it, though they *do* admit there are women over 30. So, gentlemen, file this information for reference only, and remember — once we are sold, we stay sold longer!

Mysterious? Hard to understand? Not at all! We're just being ourselves —the most personal people alive.

■ A woman doctor heads the National Cancer Institute of Canada. She's DR. ETHLYN TRAPP of New Westminster, BC. The fact that she is the only woman member of the Institute also heightens the importance of her election as President. Dr. Trapp is a graduate of McGill; has specialized in radiation therapy since 1937. Seventy-four research projects and 14 fellowships were sponsored by the Institute last year.

■ Ballerina MARGOT FONTEYN of Sadler's Wells Ballet will be the first Honorary Patron of the Vancouver Ballet Society. She accepted the honor by cable recently.

EATON'S

Quicksilver . . . *the liquid beauty of moonlight reflected in pure silk shantung . . . shoulder-baring lovely, designed for those bewitching hours after five, and notable among a collection of late-day dresses now at Eaton's*

EATON'S . . . CANADA'S LARGEST RETAIL ORGANIZATION . . . STORES AND ORDER OFFICES FROM COAST TO COAST

COMMENT

SURPRISE PACKAGE

by Bernice Coffey

MAYBE it is too soon—and too hot—for you to give a thought to what will be in the shop windows when summer ends and fall begins, but many people think of little else. They are those whose business is one of the greatest gambles in the world, buying and selling clothes that will please Canadian women.

On a recent June evening the Dress Manufacturers' Guild of Toronto showed its fall wares to an audience of buyers and manufacturers.

It is apparent that things in the fall surprise package include a wide variety of fabrics, new ones and new versions of old ones. Our old friend, poodle cloth, is as vigorous as ever and a new version comes with the loops opened and brushed to give a frosted effect. And look for taffetized shantung (seen in a wonderful free-hanging forest green raincoat with dressed-up manners) . . . . tweed taffeta . . . . a fabric called Artex which has metallic thread woven through wool . . . zibelline, a mixture of wool and rabbit hair. Coats on the runway were in vivid reds, blues, yellow, a deep rich violet.

Many of this fall's made-in-Canada coats will come equipped with new linings which make a light cloth coat as warm as a fur coat. The linings, known by such trade names as Milium and Temp Resisto, act on the same principle as that of the aluminum reflector insulation used in some houses.

A 20-YEAR-OLD GIRL named Pat Mullarkey has a job that is about everything any girl could wish for in her most optimistic dreams. Pat is 1952 Maid of Cotton and, as the Maid, visits more than 30 U.S. cities, Europe, six countries in South America, and Canada. She travels in a 38-costume all-cotton wardrobe that includes five outfits created for her by French couturiers. While in this country, where she appeared at the Eaton stores, she added some Canadian-made cotton clothes to a wardrobe that, without exaggeration, can be called extensive.

Following her selection as 14th Maid of Cotton, Miss Mullarkey flew to New York, where she spent a month at the St. Moritz in preparation for her tour. Her wardrobe was assembled and photographed, and she received speech and modelling training. Oh yes—in addition to the tour, wardrobe and many other gifts she was given a Ford convertible.

Qualifications for this dream career? If you were born in one of the cotton States (Pat is a Texan), are between the ages of 19 and 25, have never been married and are at least 5 feet 5 inches tall you are eligible to compete for it.

■ Awarded a scholarship by the Canadian Federation of University Women DR. ROSE RENSHAW of Montreal, is at present studying at *Le Conservatoire National de Musique de Paris.*

LIGHTER SIDE

MACAWBER AND MR. KINSIE

by Mary Lowrey Ross

MRS. CROSBY sat in the back garden waiting for Macawber to finish his business in the shrubbery. This would take time, but Macawber had all the time in the world.

He was an orange Persian cat who was too young, too scatterbrained and too ingratiating to be left outdoors overnight. Someone would be sure to pick him up, and occasionally Mrs. Crosby found herself wishing that somebody would. Meanwhile there was nothing to do except wait for him, keeping up the fiction of friendly indifference. She knew that if she pursued him into the shrubbery he would head for the hole under the verandah. At this stage Macawber held all the advantages and he knew it.

"Come on kitty, kitty, kitty, nice kitty." Mrs. Crosby said. She lit a cigarette and Macawber, an eye rolling backward for pursuit, streaked into a pile of brushwood by the fence.

The brushwood reminded Mrs. Crosby of Mr. Kinsie; and remembering Mr. Kinsie she forgot her annoyance at Macawber.

Early in April she had called Mr. Kinsie and laid before him her summer plans for the garden. Mr. Kinsie shook his head. "This is going to run you into money," he said. "Them Japanese Quinces run to $2.00 a shrub." He added that he would need about $50 to lay in supplies and Mrs. Crosby, who trusted him implicitly, promptly wrote out a cheque.

She hadn't seen Mr. Kinsie since.

HE HAD telephoned in late May. "I guess you been wondering where I been, Mrs. Crosby."

Mrs. Crosby who had indeed been wondering replied quickly, "Well naturally, I was sure you would do the right thing."

"I'll be up tomorrow," he said.

A week later he called to say he'd been delayed by another job. "But I'm taking the afternoon off to select them quinces," he said, "You can count on me Mrs. Crosby."

And Mrs. Crosby, with no choice except to count on him, said conciliatingly, "I'm sure I can. And do get here as soon as possible." (Here Kinsie, Kinsie, Kinsie, nice Kinsie!)

After a while he stopped telephoning altogether.

"I'll go in and call him again," thought Mrs. Crosby, "just as soon as I catch that damn cat."

Macawber was treading the top of the fence—precariously for he had a bad head for heights. One movement from her and he would be over in the neighbor's yard. He would then stay away till after midnight, when he would return, if he did return, to wail piercingly at the back door. Mrs. Crosby, carefully oblivious, watched him scramble down the fence, the wrong way, and retreat to the brush pile. Her thoughts reverted to Mr. Kinsie. There was no use telephoning Mr. Kinsie, who would just have gone out. He had always just gone out, but he would be back later in the evening. Or tomorrow. Or—after a whispered colloquy—the week after next. There was no use going down to his house either. She had tried that too.

IT HAD been a very nice little place much better kept up than her own. The small front lawn was clipped and edged and there was a neat border of lobelia, salmon-colored geraniums and lime-washed stones below the verandah. In every respect it looked like the neat humble home of an honest workman. The front window curtains stirred as she came up the walk, but nobody answered her knock. What would have happened, she wondered now, if she had pushed her way in? Would Mr. Kinsie have darted out from behind the curtains and headed for the shrubbery, or to a hole under the verandah? Useless to speculate, since even in retreat Mr. Kinsie like Macawber would have kept the upper hand.

Macawber now came out from the brush pile and pranced towards her. She reached for him but he dodged away and streaked across the garden and up the chestnut tree.

This was a mistake. Part-way up he paused, afraid to climb higher, and unable to back down. Mrs. Crosby reached up and ignoring his indignation reefed in his stretched length and took him into the house. "Now if I could only find some way of catching Mr. Kinsie up a tree," she reflected and going over to her desk sat down to write him a note.

"While I can't make myself believe that you intend to treat me unfairly," she wrote, "I am a little uneasy—"

She tore this up and started another.

"Unless you return, within a week the $50 advanced for material and labor in my garden I shall place the matter in the hands of my lawyer . . ."

It wouldn't be worth the trouble of course. Mr. Kinsie was in no more danger of falling into the lawyer's hands than Macawber was of falling out of the chestnut tree. But Mr. Kinsie, like Macawber, didn't know that.

Two days later she came out into the back garden to find Mr. Kinsie digging the new herbaceous border. "I want it four feet wide and about twelve feet long," she said.

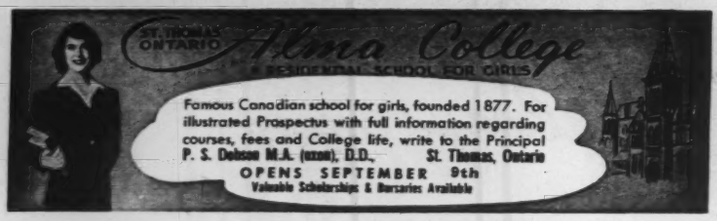
He wiped his forehead with the back of his arm. The agreeable corroborating Irish smile had vanished. He looked hot and indignant. The period of irresponsible frolic was over and she couldn't have felt less sorry for him.

"DAHLIAS" BY FANTIN LATOUR

A celebrated painting signed and dated Fantin '75—included in a group of fine French works now on sale and display.

LAING GALLERIES

194 Bloor St. West—Just West Avenue Road


ST. THOMAS ONTARIO
Alma College
A RESIDENTIAL SCHOOL FOR GIRLS
Famous Canadian school for girls, founded 1877. For illustrated Prospectus with full information regarding courses, fees and College life, write to the Principal
P. S. Dobson M.A. (oxon), D.D., St. Thomas, Ontario
OPENS SEPTEMBER 9th
Valuable Scholarships & Bursaries Available

ROTHESAY COLLEGIATE SCHOOL

Founded 1877

An Old New Brunswick Boarding School for boys between the ages of 10 and 18

Courses lead to Matriculation and Entrance to the Services Colleges

For Information regarding Entrance Scholarships and Bursaries write to the Headmaster

C. H. BONNYCASTLE, B.A. — ROTHESAY, N.B.

EXPORT "A"
FILTER TIP
CIGARETTES

20's in PACKAGES
50's in FLAT TINS

Wherever you find the best you'll find...

MARTINI

VERMOUTH

MARTINI is Italian Vermouth at its finest, full-bodied, full-flavoured and palatable. Smooth in cocktails, delightful with soda

Imported in the Bottle
MARTINI & ROSSI · TORINO, ITALY

V6

CONCERNING FOOD

TO CELEBRATE JUN

by Marjorie Thompson Flint

—Dairy Foods Service Bur

RED AS A RUBY, the lordly lobster on a platte

JUNE is a friendly month with all sorts of pleasant things going on — graduations, weddings and the start of summer voyages. Rarely a June passes that you don't set your prettiest table and serve forth a luncheon or supper buffet-style.

Here's a menu that's certain to catch more than a passing glance. Feature attraction is a Lobster Cottage Cheese platter — all red, white and green—resting in a lobster shell. Match this main dish with a down-to-earth salad of green onions and cabbage dressed with Cucumber Cream and lots of buttered rolls and bread. If the affair you're engineering should be more elaborate start off with a cup of hot sherried consommé; to the main course add a platter of stuffed tomatoes (tiny hothouse ones) and devilled eggs; latticed potatoes or cheesed potato flakes, and your favorite relishes. Never underplay the main dish—it's wonderful and here it is:

Lobster Cottage Cheese Platter

2 cups cooked or canned lobster
1 tbsp. grated onion
French dressing
1½ cups finely diced celery
2 cups cottage cheese
1 tbsp. lemon juice

Save lobster claws for garnish. Combine lobster and onion; marinate with French dressing for 1 hour in refrigerator. Drain, add remaining ingredients and blend thoroughly. Pile lightly in halved lobster shell or in individual cups of crisp lettuce. Sprinkle with paprika lobster claws and sliced cucumbers. Serves 8, (allowing 2/3 cup mixture per person).

Cucumber Cream Dressing

½ cup chopped cucumber
¼ tsp. paprika
2 tsps. lemon juice
½ cup mayonnaise
½ cup whipping cream

Combine cucumber, paprika, lemon juice and mayonnaise. Blend thoroughly and just before serving whip cream until stiff. Fold cucumber mixture into whipped cream and pile lightly in serving dish. Yield: 2 cups.

Strawberry Icebox Cake

2 envelopes (2 tbsp.) plain gelatin
½ cup cold water
1 cup mashed strawberries
1 cup sugar
2 dozen lady fingers
2 cups whipping cream
1 tablespoon vanilla
1 cup sliced strawberries

Soak gelatine in cold water for 5 minutes. Set over boiling water to dissolve. Heat the 1 cup mashed berr with the sugar until it is dissolve Add gelatine to warm strawberry m ture, stir and let cool.

Split the lady fingers and line b tom and sides of a 10" spring fo pan. Whip cream until stiff, flav with vanilla and fold gently into g atin mixture. Blend well, fold in t 1 cup sliced berries and pour mixtu in lined pan. Chill until firm. Unmo and when ready to serve decor with 1 cup heavy cream whipped a sweetened with ¼ cup sugar. Arran small mounds of cream around t cake with a large ripe sugared be in the centre. Serves 8.

Are you on a Diet?

If you are on a diet you have likely been advised to eat whole wheat. Get the Vita-Weat habit. Make Vita-Weat your daily bread.

PEEK FREAN'S
Vita-Weat
REG'D

100% WHOLE WHEAT

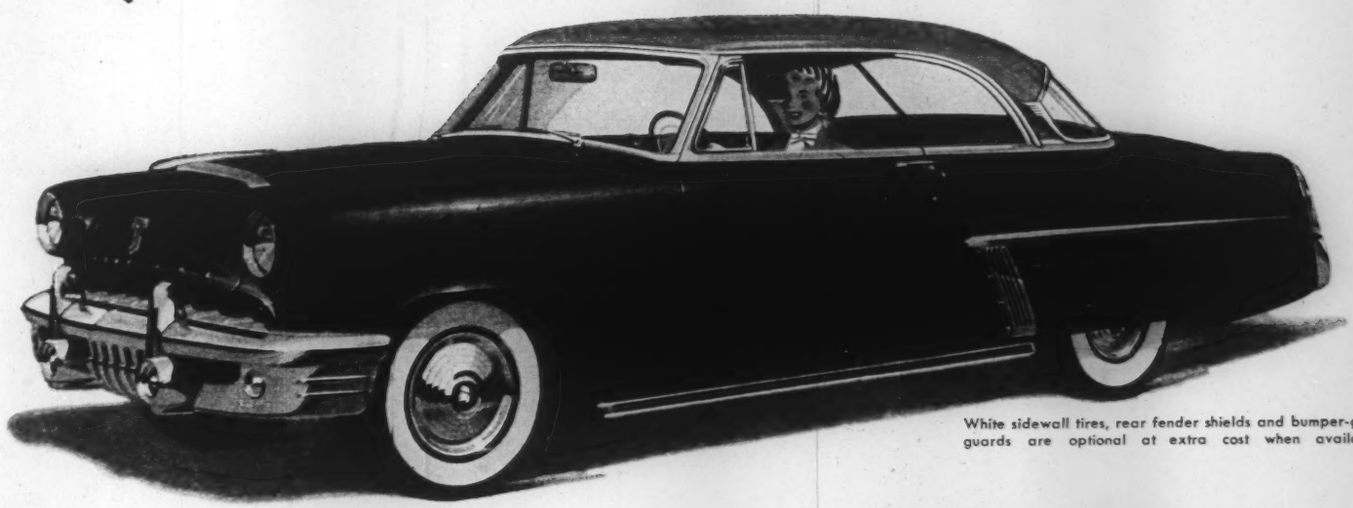
25¢
8 OZ. PACKET

MADE BY
PEEK FREAN'S
MAKERS OF
Famous Biscuits

Stretch Out and See

NEW SPACE-PLANNED DESIGN Mercury's luxurious interiors are generously appointed. And, there's ample leg room, elbow room and head room. Nearly 9 inches more hip room in the rear seat. Easier, safer driving is assured with 17% greater visibility.

Why It Challenges Them All



White sidewall tires, rear fender shields and bumper-grille guards are optional at extra cost when available.

NEW SEA-TINT* GLASS reduces heat, glare, and eyestrain. New 17% larger windows permit safety-sure visibility all around. *Every* view proves that Mercury is new—in looks, in power, in extra value.

MATCH MERCURY if you can. The longest and toughest test in Mobilgas Economy Run history again proved Mercury "champ". Look at Mercury's record: three out of three times winner in its price class; two out of three times Sweepstakes winner against *all* cars in every class. No wonder! Mercury's high-compression 125 Hp. V-8 engine is a product of the organization which, in the past 20 years, has built more V-8 engines than all other manufacturers combined.

But, Mercury offers more than economy performance. Mercury is completely new—all new in style, in comfort, in performance. It's big and beautiful, inside, outside, all over.

Slip behind the wheel—stretch out, touch the accelerator and see why Mercury challenges them all. For your "Road Test" see your Mercury Dealer.

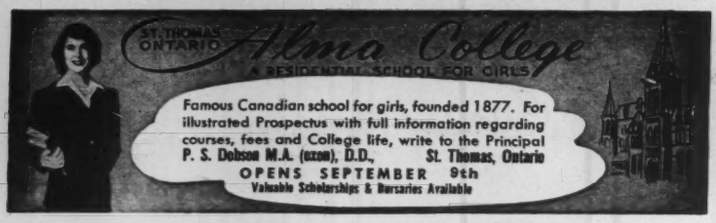
The New 1952

MERCURY

WITH MERC-O-MATIC DRIVE

3-WAY CHOICE in transmissions: Merc-O-Matic Drive*, the greatest of all automatic drives; or thrifty Touch-O-Matic Overdrive*, or the Silent-Ease Synchronized Standard Transmission.

*Optional at extra cost.


ST. THOMAS ONTARIO
Alma College
A RESIDENTIAL SCHOOL FOR GIRLS
Famous Canadian school for girls, founded 1877. For illustrated Prospectus with full information regarding courses, fees and College life, write to the Principal
P. S. Dobson M.A. (oxon), D.D., St. Thomas, Ontario
OPENS SEPTEMBER 9th
Valuable Scholarships & Bursaries Available

ROTHESAY COLLEGIATE SCHOOL

Founded 1877

An Old New Brunswick Boarding School for boys between the ages of 10 and 18

Courses lead to Matriculation and Entrance to the Services Colleges

For Information regarding Entrance Scholarships and Bursaries write to the Headmaster

C. H. BONNYCASTLE, B.A. — ROTHESAY, N.B.

EXPORT "A" FILTER TIP CIGARETTES

20's in PACKAGES
50's in FLAT TINS

Wherever you find the best you'll find...

MARTINI

VERMOUTH

MARTINI is Italian Vermouth at its finest, full-bodied, full-flavoured and palatable. Smooth in cocktails, delightful with soda

Imported in the Bottle

MARTINI & ROSSI · TORINO, ITALY

V6

CONCERNING FOOD

TO CELEBRATE JUNE

by Marjorie Thompson Flint

JUNE is a friendly month with all sorts of pleasant things going on — graduations, weddings and the start of summer voyages. Rarely a June passes that you don't set your prettiest table and serve forth a luncheon or supper buffet-style.

—Dairy Foods Service Bureau

RED AS A RUBY, the lordly lobster on a platter.

Here's a menu that's certain to catch more than a passing glance. Feature attraction is a Lobster Cottage Cheese platter — all red, white and green—resting in a lobster shell. Match this main dish with a down-to-earth salad of green onions and cabbage dressed with Cucumber Cream and lots of buttered rolls and bread. If the affair you're engineering should be more elaborate start off with a cup of hot sherried consommé; to the main course add a platter of stuffed tomatoes (tiny hothouse ones) and devilled eggs; latticed potatoes or cheesed potato flakes, and your favorite relishes. Never underplay the main dish—it's wonderful and here it is:

Lobster Cottage Cheese Platter

2 cups cooked or canned lobster
1 tbsp. grated onion
French dressing
1½ cups finely diced celery
2 cups cottage cheese
1 tbsp. lemon juice

Save lobster claws for garnish. Combine lobster and onion; marinate with French dressing for 1 hour in refrigerator. Drain, add remaining ingredients and blend thoroughly. Pile lightly in halved lobster shell or in individual cups of crisp lettuce. Sprinkle with paprika lobster claws and sliced cucumbers. Serves 8, (allowing 2/3 cup mixture per person).

Cucumber Cream Dressing

½ cup chopped cucumber
¼ tsp. paprika
2 tsps. lemon juice
½ cup mayonnaise
½ cup whipping cream

Combine cucumber, paprika, lemon juice and mayonnaise. Blend thoroughly and just before serving whip cream until stiff. Fold cucumber mixture into whipped cream and pile lightly in serving dish. Yield: 2 cups.

Strawberry Icebox Cake

2 envelopes (2 tbsp.) plain gelatin
½ cup cold water
1 cup mashed strawberries
1 cup sugar
2 dozen lady fingers
2 cups whipping cream
1 tablespoon vanilla
1 cup sliced strawberries

Soak gelatine in cold water for 5 minutes. Set over boiling water to dissolve. Heat the 1 cup mashed berries with the sugar until it is dissolved. Add gelatine to warm strawberry mixture, stir and let cool.

Split the lady fingers and line bottom and sides of a 10" spring form pan. Whip cream until stiff, flavor with vanilla and fold gently into gelatin mixture. Blend well, fold in the 1 cup sliced berries and pour mixture in lined pan. Chill until firm. Unmold and when ready to serve decorate with 1 cup heavy cream whipped and sweetened with ¼ cup sugar. Arrange small mounds of cream around the cake with a large ripe sugared berry in the centre. Serves 8.

Are you on a Diet?

If you are on a diet you have likely been advised to eat whole wheat. Get the Vita-Weat habit. Make Vita-Weat your daily bread.

PEEK FREAN'S

Vita-Weat REG'D

100% WHOLE WHEAT

25¢ 8 OZ. PACKET

MADE BY

PEEK FREAN'S

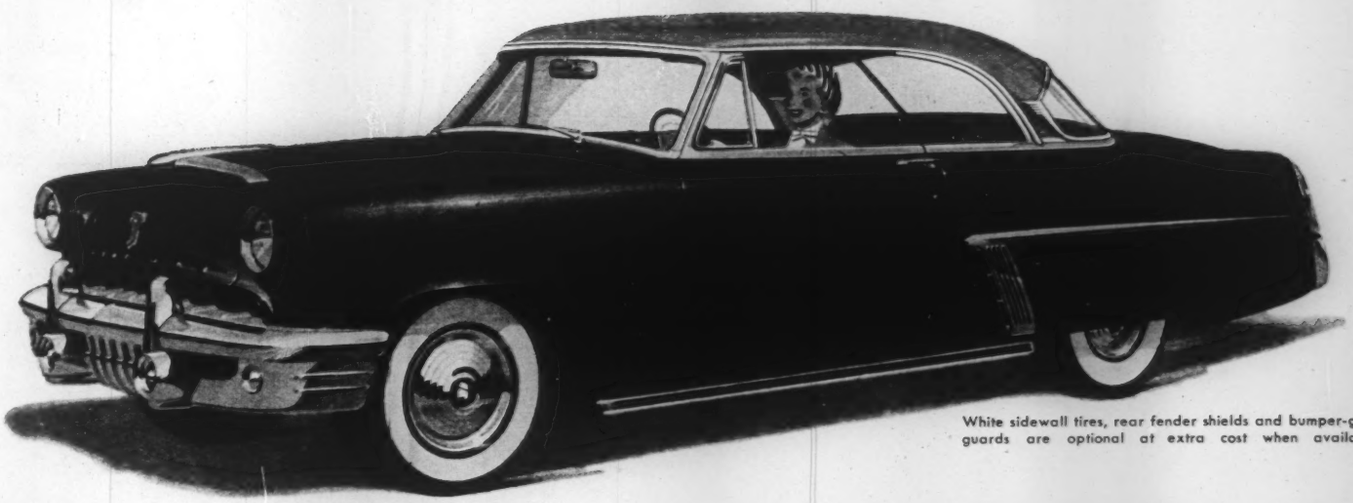
MAKERS OF

Famous Biscuits

Stretch Out and See

NEW SPACE-PLANNED DESIGN
Mercury's luxurious interiors are generously appointed. And, there's ample leg room, elbow room and head room. Nearly 9 inches more hip room in the rear seat. Easier, safer driving is assured with 17% greater visibility.

Why It Challenges Them All



White sidewall tires, rear fender shields and bumper-grille guards are optional at extra cost when available.

NEW SEA-TINT* GLASS reduces heat, glare, and eyestrain. New 17% larger windows permit safety-sure visibility all around. *Every* view proves that Mercury is new—in looks, in power, in extra value.

MATCH MERCURY if you can. The longest and toughest test in Mobilgas Economy Run history again proved Mercury "champ". Look at Mercury's record: three out of three times winner in its price class; two out of three times Sweepstakes winner against *all* cars in every class. No wonder! Mercury's high-compression 125 Hp. V-8 engine is a product of the organization which, in the past 20 years, has built more V-8 engines than all other manufacturers combined.

But, Mercury offers more than economy performance. Mercury is completely new—all new in style, in comfort, in performance. It's big and beautiful, inside, outside, all over.

Slip behind the wheel—stretch out, touch the accelerator and see why Mercury challenges them all. For your "Road Test" see your Mercury Dealer.

The New 1952

MERCURY

WITH MERC-O-MATIC DRIVE

3-WAY CHOICE in transmissions: Merc-O-Matic Drive*, the greatest of all automatic drives; or thrifty Touch-O-Matic Overdrive*, or the Silent-Ease Synchronized Standard Transmission.

*Optional at extra cost.

Tender, sun-ripened Canadian blueberries are famous for their delightfully clean taste.

Seagram TELLS THE WORLD

"For clean taste... look to Canada"

"In so many countries... so many people delight in the wonderful, clean-tasting things that come from Canada's fertile lands... her sun-drenched orchards... her sparkling lakes and streams."

* * *

The above illustration and text are from an advertisement now being published by The House of Seagram throughout the world—in Latin America, Asia, Europe and Africa. This is one of a series of advertisements featuring Canadian scenes and Canadian food specialties. They are designed to make Canada better known throughout the world, and to help our balance of trade by assisting our Government's efforts to attract tourists to this great land.

The House of Seagram feels that the horizon of industry does not terminate at the boundary of its plants; it has a broader horizon, a farther view—a view dedicated to the development of Canada's stature in every land of the globe.

The House of Seagram

• SEAGRAM'S V.O. • SEAGRAM'S "83" • SEAGRAM'S KING'S PLATE • SEAGRAM'S SPECIAL OLD • SEAGRAM'S THREE STAR •
SEAGRAM'S CROWN ROYAL • SEAGRAM'S ANCIENT BOTTLE GIN

EATON'S

Quicksilver . . . *the liquid beauty of moonlight reflected in pure silk shantung . . . shoulder-baring lovely, designed for those bewitching hours after five, and notable among a collection of late-day dresses now at Eaton's*

EATON'S . . . CANADA'S LARGEST RETAIL ORGANIZATION . . . STORES AND ORDER OFFICES FROM COAST TO COAST

COMMENT

SURPRISE PACKAGE

by Bernice Coffey

MAYBE it is too soon—and too hot—for you to give a thought to what will be in the shop windows when summer ends and fall begins, but many people think of little else. They are those whose business is one of the greatest gambles in the world, buying and selling clothes that will please Canadian women.

On a recent June evening the Dress Manufacturers' Guild of Toronto showed its fall wares to an audience of buyers and manufacturers.

It is apparent that things in the fall surprise package include a wide variety of fabrics, new ones and new versions of old ones. Our old friend, poodle cloth, is as vigorous as ever and a new version comes with the loops opened and brushed to give a frosted effect. And look for taffetized shantung (seen in a wonderful free-hanging forest green raincoat with dressed-up manners) . . . . tweed taffeta . . . . a fabric called Artex which has metallic thread woven through wool . . . zibelline, a mixture of wool and rabbit hair. Coats on the runway were in vivid reds, blues, yellow, a deep rich violet.

Many of this fall's made-in-Canada coats will come equipped with new linings which make a light cloth coat as warm as a fur coat. The linings, known by such trade names as Milium and Temp Resisto, act on the same principle as that of the aluminum reflector insulation used in some houses.

A 20-YEAR-OLD GIRL named Pat Mullarkey has a job that is about everything any girl could wish for in her most optimistic dreams. Pat is 1952 Maid of Cotton and, as the Maid, visits more than 30 U.S. cities, Europe, six countries in South America, and Canada. She travels in a 38-costume all-cotton wardrobe that includes five outfits created for her by French couturiers. While in this country, where she appeared at the Eaton stores, she added some Canadian-made cotton clothes to a wardrobe that, without exaggeration, can be called extensive.

Following her selection as 14th Maid of Cotton, Miss Mullarkey flew to New York, where she spent a month at the St. Moritz in preparation for her tour. Her wardrobe was assembled and photographed, and she received speech and modelling training. Oh yes—in addition to the tour, wardrobe and many other gifts, she was given a Ford convertible.

Qualifications for this dream career? If you were born in one of the cotton States (Pat is a Texan), are between the ages of 19 and 25, have never been married and are at least 5 feet 5 inches tall you are eligible to compete for it.

■ Awarded a scholarship by the Canadian Federation of University Women DR. ROSE RENSHAW of Montreal, is at present studying at *Le Conservatoire National de Musique de Paris.*

LIGHTER SIDE

MACAWBER AND MR. KINSIE

by Mary Lowrey Ross

MRS. CROSBY sat in the back garden waiting for Macawber to finish his business in the shrubbery. This would take time, but Macawber had all the time in the world.

He was an orange Persian cat who was too young, too scatterbrained and too ingratiating to be left outdoors overnight. Someone would be sure to pick him up, and occasionally Mrs. Crosby found herself wishing that somebody would. Meanwhile there was nothing to do except wait for him, keeping up the fiction of friendly indifference. She knew that if she pursued him into the shrubbery he would head for the hole under the verandah. At this stage Macawber held all the advantages and he knew it.

"Come on kitty, kitty, kitty, nice kitty." Mrs. Crosby said. She lit a cigarette and Macawber, an eye rolling backward for pursuit, streaked into a pile of brushwood by the fence.

The brushwood reminded Mrs. Crosby of Mr. Kinsie; and remembering Mr. Kinsie she forgot her annoyance at Macawber.

Early in April she had called Mr. Kinsie and laid before him her summer plans for the garden. Mr. Kinsie shook his head. "This is going to run you into money," he said. "Them Japanese Quinces run to $2.00 a shrub." He added that he would need about $50 to lay in supplies and Mrs. Crosby, who trusted him implicitly, promptly wrote out a cheque.

She hadn't seen Mr. Kinsie since.

HE HAD telephoned in late May. "I guess you been wondering where I been, Mrs. Crosby."

Mrs. Crosby who had indeed been wondering replied quickly, "Well naturally, I was sure you would do the right thing."

"I'll be up tomorrow," he said.

A week later he called to say he'd been delayed by another job. "But I'm taking the afternoon off to select them quinces," he said, "You can count on me Mrs. Crosby."

And Mrs. Crosby, with no choice except to count on him, said conciliatingly, "I'm sure I can. And do get here as soon as possible." (Here Kinsie, Kinsie, Kinsie, nice Kinsie!)

After a while he stopped telephoning altogether.

"I'll go in and call him again," thought Mrs. Crosby, "just as soon as I catch that damn cat."

Macawber was treading the top of the fence—precariously for he had a bad head for heights. One movement from her and he would be over in the neighbor's yard. He would then stay away till after midnight, when he would return, if he did return, to wail piercingly at the back door. Mrs. Crosby, carefully oblivious, watched him scramble down the fence, the wrong way, and retreat to the brush pile. Her thoughts reverted to Mr. Kinsie. There was no use telephoning Mr. Kinsie, who would just have gone out. He had always just gone out, but he would be back later in the evening. Or tomorrow. Or—after a whispered colloquy—the week after next. There was no use going down to his house either. She had tried that too.

IT HAD been a very nice little place much better kept up than her own. The small front lawn was clipped and edged and there was a neat border of lobelia, salmon-colored geraniums and lime-washed stones below the verandah. In every respect it looked like the neat humble home of an honest workman. The front window curtains stirred as she came up the walk, but nobody answered her knock. What would have happened, she wondered now, if she had pushed her way in? Would Mr. Kinsie have darted out from behind the curtains and headed for the shrubbery, or to a hole under the verandah? Useless to speculate, since even in retreat Mr. Kinsie like Macawber would have kept the upper hand.

Macawber now came out from the brush pile and pranced towards her. She reached for him but he dodged away and streaked across the garden and up the chestnut tree.

This was a mistake. Part-way up he paused, afraid to climb higher, and unable to back down. Mrs. Crosby reached up and ignoring his indignation reefed in his stretched length and took him into the house. "Now if I could only find some way of catching Mr. Kinsie up a tree," she reflected and going over to her desk sat down to write him a note.

"While I can't make myself believe that you intend to treat me unfairly," she wrote, "I am a little uneasy—"

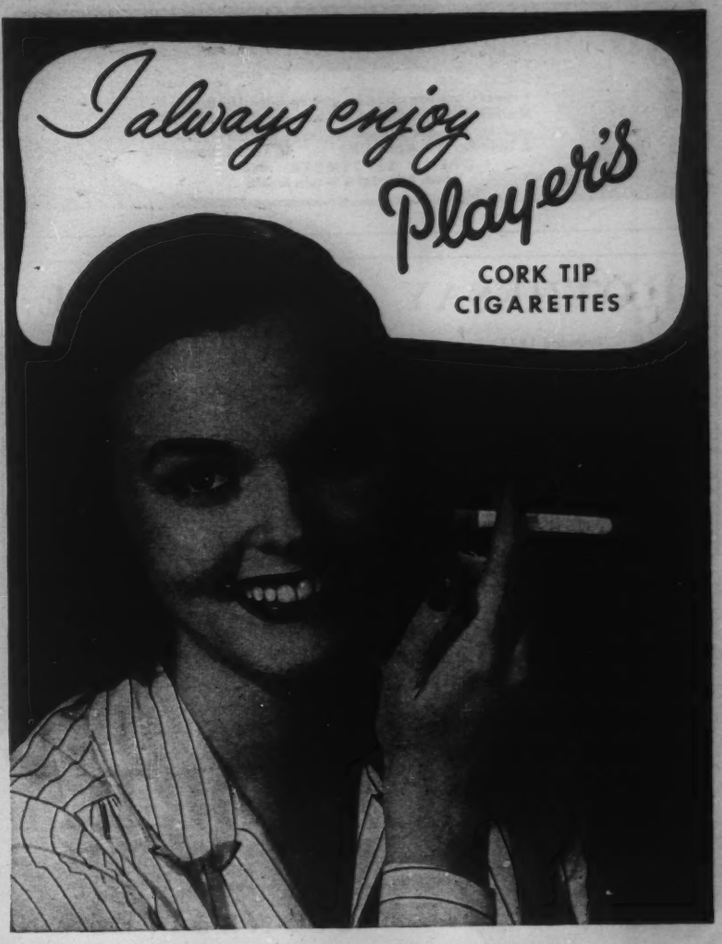
She tore this up and started another.

"Unless you return, within a week the $50 advanced for material and labor in my garden I shall place the matter in the hands of my lawyer . . ."

It wouldn't be worth the trouble of course. Mr. Kinsie was in no more danger of falling into the lawyer's hands than Macawber was of falling out of the chestnut tree. But Mr. Kinsie, like Macawber, didn't know that.

Two days later she came out into the back garden to find Mr. Kinsie digging the new herbaceous border. "I want it four feet wide and about twelve feet long," she said.

He wiped his forehead with the back of his arm. The agreeable corroborating Irish smile had vanished. He looked hot and indignant. The period of irresponsible frolic was over and she couldn't have felt less sorry for him.

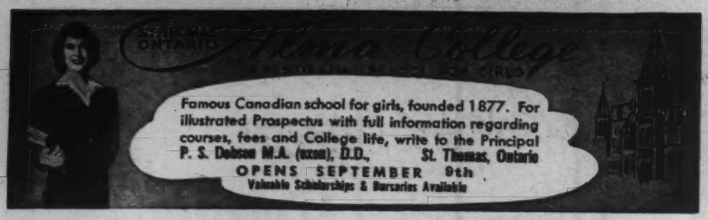


"DAHLIAS" BY FANTIN LATOUR

A celebrated painting signed and dated Fantin '75—included in a group of fine French works now on sale and display.

LAING GALLERIES

194 Bloor St. West—Just West Avenue Road


ONTARIO
Famous Canadian school for girls, founded 1877. For illustrated Prospectus with full information regarding courses, fees and College life, write to the Principal
P. S. Dobson M.A. (oxon), D.D., St. Thomas, Ontario
OPENS SEPTEMBER 9th
Valuable Scholarships & Bursaries Available

ROTHESAY COLLEGIATE SCHOOL

Founded 1877

An Old New Brunswick Boarding School for boys between the ages of 10 and 18

Courses lead to Matriculation and Entrance to the Services Colleges

For Information regarding Entrance Scholarships and Bursaries write to the Headmaster

C. H. BONNYCASTLE, B.A. — ROTHESAY, N.B.

EXPORT "A" FILTER TIP CIGARETTES

20's in PACKAGES
50's in FLAT TINS

Wherever you find the best you'll find...

MARTINI

VERMOUTH

MARTINI is Italian Vermouth at its finest, full-bodied, full-flavoured and palatable. Smooth in cocktails, delightful with soda

Imported in the Bottle
MARTINI & ROSSI · TORINO, ITALY

VS

CONCERNING FOOD

TO CELEBRATE JUNE

by Marjorie Thompson Flint

—Dairy Foods Service Bureau

RED AS A RUBY, the lordly lobster on a platter.

JUNE is a friendly month with all sorts of pleasant things going on — graduations, weddings and the start of summer voyages. Rarely a June passes that you don't set your prettiest table and serve forth a luncheon or supper buffet-style.

Here's a menu that's certain to catch more than a passing glance. Feature attraction is a Lobster Cottage Cheese platter — all red, white and green—resting in a lobster shell. Match this main dish with a down-to-earth salad of green onions and cabbage dressed with Cucumber Cream and lots of buttered rolls and bread. If the affair you're engineering should be more elaborate start off with a cup of hot sherried consommé; to the main course add a platter of stuffed tomatoes (tiny hothouse ones) and devilled eggs; latticed potatoes or cheesed potato flakes, and your favorite relishes. Never underplay the main dish—it's wonderful and here it is:

Lobster Cottage Cheese Platter

2 cups cooked or canned lobster
1 tbsp. grated onion
French dressing
1½ cups finely diced celery
2 cups cottage cheese
1 tbsp. lemon juice

Save lobster claws for garnish. Combine lobster and onion; marinate with French dressing for 1 hour in refrigerator. Drain, add remaining ingredients and blend thoroughly. Pile lightly in halved lobster shell or in individual cups of crisp lettuce. Sprinkle with paprika lobster claws and sliced cucumbers. Serves 8, (allowing 2/3 cup mixture per person).

Cucumber Cream Dressing

½ cup chopped cucumber
¼ tsp. paprika
2 tsps. lemon juice
½ cup mayonnaise
½ cup whipping cream

Combine cucumber, paprika, lemon juice and mayonnaise. Blend thoroughly and just before serving whip cream until stiff. Fold cucumber mixture into whipped cream and pile lightly in serving dish. Yield: 2 cups.

Strawberry Icebox Cake

2 envelopes (2 tbsp.) plain gelatin
½ cup cold water
1 cup mashed strawberries
1 cup sugar
2 dozen lady fingers
2 cups whipping cream
1 tablespoon vanilla
1 cup sliced strawberries

Soak gelatine in cold water for 5 minutes. Set over boiling water to dissolve. Heat the 1 cup mashed berries with the sugar until it is dissolved. Add gelatine to warm strawberry mixture, stir and let cool.

Split the lady fingers and line bottom and sides of a 10" spring form pan. Whip cream until stiff, flavor with vanilla and fold gently into gelatin mixture. Blend well, fold in the 1 cup sliced berries and pour mixture in lined pan. Chill until firm. Unmold and when ready to serve decorate with 1 cup heavy cream whipped and sweetened with ¼ cup sugar. Arrange small mounds of cream around the cake with a large ripe sugared berry in the centre. Serves 8.

Are you on a Diet?

If you are on a diet you have likely been advised to eat whole wheat. Get the Vita-Weat habit. Make Vita-Weat your daily bread.

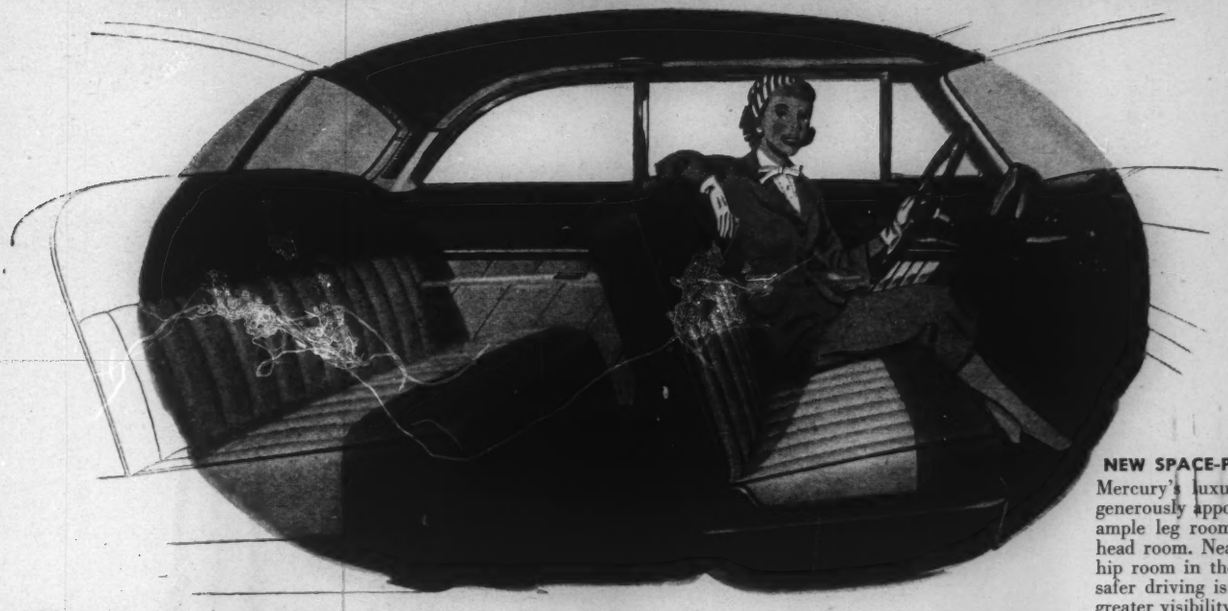
PEEK FREAN'S
Vita-Weat
REG'D

100% WHOLE WHEAT

25¢
8 OZ. PACKET

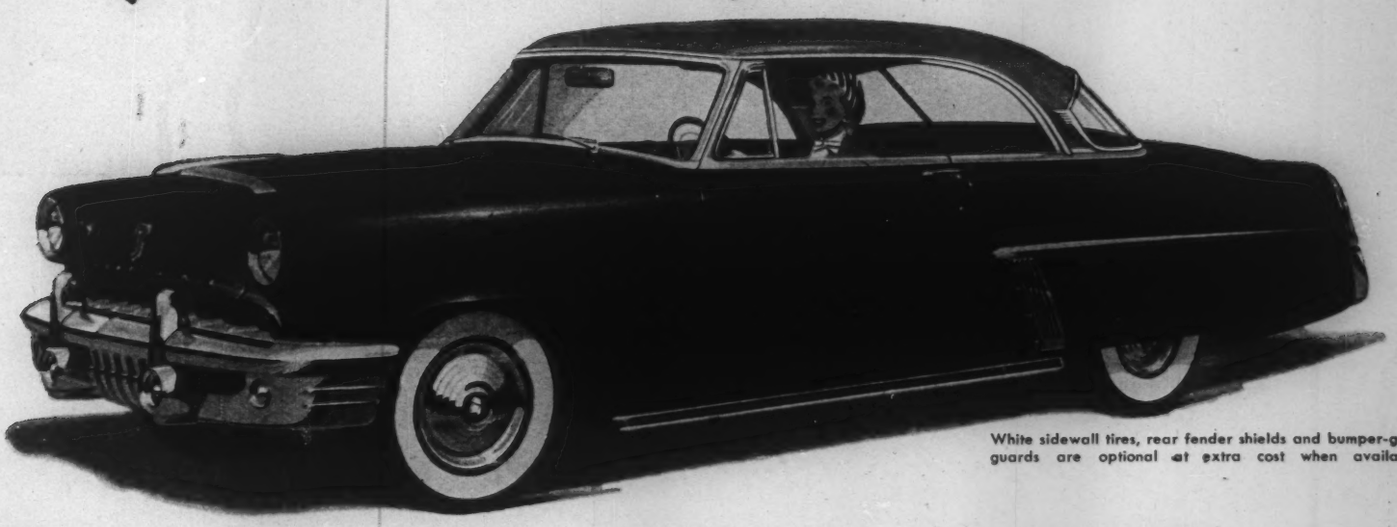
MADE BY
PEEK FREAN'S
MAKERS OF
Famous Biscuits

Stretch Out and See



NEW SPACE-PLANNED DESIGN
Mercury's luxurious interiors are generously appointed. And, there's ample leg room, elbow room and head room. Nearly 9 inches more hip room in the rear seat. Easier, safer driving is assured with 17% greater visibility.

Why It Challenges Them All



White sidewall tires, rear fender shields and bumper-grille guards are optional at extra cost when available.

NEW SEA-TINT* GLASS reduces heat, glare, and eyestrain. New 17% larger windows permit safety-sure visibility all around. *Every* view proves that Mercury is new—in looks, in power, in extra value.

MATCH MERCURY if you can. The longest and toughest test in Mobilgas Economy Run history again proved Mercury "champ". Look at Mercury's record: three out of three times winner in its price class; two out of three times Sweepstakes winner against *all* cars in every class. No wonder! Mercury's high-compression 125 Hp. V-8 engine is a product of the organization which, in the past 20 years, has built more V-8 engines than all other manufacturers combined.

But, Mercury offers more than economy performance. Mercury is completely new—all new in style, in comfort, in performance. It's big and beautiful, inside, outside, all over.

Slip behind the wheel—stretch out, touch the accelerator and see why Mercury challenges them all. For your "Road Test" see your Mercury Dealer.

The New 1952

MERCURY

WITH MERC-O-MATIC DRIVE

3-WAY CHOICE in transmissions: Merc-O-Matic Drive*, the greatest of all automatic drives; or thrifty Touch-O-Matic Overdrive*, or the Silent-Ease Synchronized Standard Transmission.

*Optional at extra cost.

Tender, sun-ripened Canadian blueberries are famous for their delightfully clean taste.

Seagram TELLS THE WORLD

"For clean taste... look to Canada"

"In so many countries... so many people delight in the wonderful, clean-tasting things that come from Canada's fertile lands... her sun-drenched orchards... her sparkling lakes and streams."

* * *

The above illustration and text are from an advertisement now being published by The House of Seagram throughout the world—in Latin America, Asia, Europe and Africa. This is one of a series of advertisements featuring Canadian scenes and Canadian food specialties. They are designed to make Canada better known throughout the world, and to help our balance of trade by assisting our Government's efforts to attract tourists to this great land.

The House of Seagram feels that the horizon of industry does not terminate at the boundary of its plants; it has a broader horizon, a farther view—a view dedicated to the development of Canada's stature in every land of the globe.

The House of Seagram

• SEAGRAM'S V.O. • SEAGRAM'S "83" • SEAGRAM'S KING'S PLATE • SEAGRAM'S SPECIAL OLD • SEAGRAM'S THREE STAR •
SEAGRAM'S CROWN ROYAL • SEAGRAM'S ANCIENT BOTTLE GIN